

# Kimberly-Clark's Kotex Brand Achieves Billion-Dollar Status

## **Joins Kimberly-Clark, Huggies, Kleenex and Scott Brands in Elite Billion-Dollar Category**

DALLAS, Feb. 20, 2012 /PRNewswire/ -- Kimberly-Clark Corporation (NYSE: KMB) today announced its Kotex brand crossed the billion-dollar global net sales mark in 2011, following two consecutive years of significant growth in the feminine care category. With this milestone, the Kotex brand enters the top tier of consumer packaged goods brands with over \$1 billion in net sales.

(Photo: <http://photos.prnewswire.com/prnh/20120220/DA56132>)

The Kotex brand joins the company's other four billion-dollar brands, including the Kimberly-Clark, Huggies, Kleenex and Scott brands in the elite billion-dollar category. The strong results from Kotex have driven double-digit compound annual net sales growth for K-C's global feminine care business over the last two years. The same is true for the Kotex brand in North America, where market shares have also improved by nearly 3 points.

"Kimberly-Clark invented the feminine care category with the Kotex brand more than 90 years ago and continues to drive category growth through product and marketing innovation," said Jay Gottlieb, Vice President, Adult & Feminine Care, North America. "This achievement reflects the strong, life-long relationships the Kotex brand has forged with millions of loyal women worldwide."

To drive global growth, the Kotex brand is:

- Embracing colorful, bold designs that distinguish Kotex brand products from the bland, traditional look of feminine care, including U by Kotex in Australia and North America, Kotex Unika in Mexico, Kotex Luxe in the Asia/Pacific region and Kotex Design in Israel.
- Empowering moms to have that important "first period" conversation with their daughters early on and launching products designed especially for younger girls like U by Kotex Tween in North America, Kotex Young in Russia, South Africa and Israel, and Kotex Teen in Latin America.
- Taking a positive, optimistic approach to feminine care advertising and marketing that reflects real women's experiences, celebrates their individuality and fosters an honest, open conversation about women's health, including a new commercial program for Kotex Natural Balance in North America which encourages women to "stand up for what's real."

"The company that created the category is now redefining feminine care with bold products and real talk," said Giuseppina Buonfantino, Vice President, Global Adult & Feminine Care Sector. "Kimberly-Clark will continue to develop innovative solutions to meet women's needs and further growth our feminine care business worldwide."

## About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No. 1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 140-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

SOURCE Kimberly-Clark Corporation

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