

Revolutionary New Product From The Kleenex Brand Soothes Sore Noses On Contact

Consumers Can Try New Kleenex Cool Touch Tissues for Free When They "Share the Softness"

DALLAS, Sept. 13, 2011 /[PRNewswire](#)/ -- Kleenex brand, America's softest tissue (1), is bringing a new innovation to the facial tissue category with the introduction of Kleenex Cool Touch tissue, the only tissue that actively releases a cool sensation to soothe a sore nose on contact. The new facial tissue, which will be available in stores in September, is just in time for cold and flu season, when many people will be looking for ways to soothe sore, dry noses.

"This is just the latest in a long line of category-leading innovation driven by the Kleenex brand," said Craig Smith, Kleenex Brand Director. Kleenex brand invented the facial tissue category more than 85 years ago and is the clear market leader with approximately 50 percent market share.

Every year, more than 62 million cases of the common cold are reported in the United States, according to the National Institute of Allergy and Infectious Diseases. The combination of nasal excretions and extensive wiping can create a sore nose that feels dry and uncomfortable.

"Our research shows that as many as 24 million people have a sore nose in a given year, most often caused by the common cold, flu and allergies," said Smith. "Kleenex Cool Touch tissues include an innovative feature that provides a cool sensation when it contacts your skin, offering a better way to soothe sore noses."

Kleenex Cool Touch tissue is made with a proprietary blend of ingredients, including a formula of cooling moisturizers and aloe. When the tissue comes in contact with a person's skin, body heat activates the formula to release a cool sensation.

In addition to its cooling comfort, Kleenex Cool Touch tissue provides the softness consumers have come to expect from the Kleenex brand – making it a great choice for everyday facial tissue use.

"According to an independent study, approximately 84% of people say softness is the largest purchasing influencer when selecting their facial tissue of choice," said Smith. "Whether soothing a sore nose or catching a sneeze, consumers will find the soothing comfort and softness they need in Kleenex Cool Touch tissues."

Kleenex Cool Touch tissues will be available starting in September 2011 in the facial tissue aisle at major retailers nationwide. The launch of the new product innovation will be supported by a multi-million dollar integrated –marketing program that includes traditional TV advertising, online marketing and social media outreach, in-store communications, and an aggressive consumer sampling program leveraging the brand's successful "Softness Worth Sharing" program.

Consumers Receive Free Product Sample Through "Softness Worth Sharing" Promotion

Starting October 1, Kleenex brand will give consumers a chance to try the new Kleenex Cool Touch tissues for

free when they sign up to send a Share Package to a friend or family member. The promotion is a continuation of last year's highly successful "Softness Worth Sharing" campaign, in which a million people jumped at the opportunity to send a free miniature Kleenex Share Package to a friend or loved one. Because of the overwhelming response, Kleenex brand decided to bring the program back. The Share Packages were designed to encourage easy delivery anywhere in the country. This year, Kleenex brand will send a free sample of Kleenex Cool Touch tissue to anyone who sends a Share Package.

"The 'Softness Worth Sharing' program was designed to make it fun and easy to share the softness of Kleenex brand facial tissues," said Tracy Buelow, Kleenex Brand Manager. "Like other Kleenex tissues, Kleenex Cool Touch tissue is so soft, with an added comfort feature, that we're certain this year's program will be even more successful than the last."

To participate, consumers can visit Kleenex.com and follow the simple directions to send a free Share Package to someone special, while supplies last. Everyone who sends a Share Package will receive a free sample of Kleenex Cool Touch tissues, and they can track the chain of sharing they've inspired via an interactive map.

View all [terms](#) and rules at <http://kleenex.com/SoftnessWorthSharing/Rules.aspx>.

Kleenex brand is committed to building on the legacy of innovation and offering products that help consumers care for themselves and their families. Kimberly-Clark's passion for creating essentials for a better life has driven them to invent five of eight major consumer product categories in which they compete. Today, Kimberly-Clark and Kleenex brand continue driving category growth through new innovations like the introduction of Kleenex Cool Touch tissue. Their innovations will continue as they strive to become more responsive to their customers, shoppers and users' unmet and anticipated needs.

Visit www.kleenex.com for store locations and additional product information.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people—nearly a quarter of the world's population—trust K-C 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 139-year history of innovation, visit www.kimberly-clark.com.

(1) Comparing like national brand tissues.

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For further information: Jill Phillips/ Ketchum, +1-312-228-6804, jill.phillips@ketchum.com; or Joey Mooring/Kimberly-Clark, +1-972-281-1443, joey.mooring@kcc.com

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