

Kimberly-Clark's Depend Brand Encourages People To Take The Weekend On With Depend Underwear Featuring New Fit-Flex Protection

Real People with Bladder Control Issues Take Spotlight in New Online Videos

DALLAS, Jan. 16, 2014 /PRNewswire/ -- Many active, social people with bladder control issues live in fear of embarrassment because they worry their incontinence products can't help them discreetly manage this common condition. To help give them the freedom and confidence they need every day, Depend (www.depend.com), the No. 1 brand of incontinence underwear, has introduced Depend Underwear with new Fit-Flex protection and challenges men and women to try it for the weekend so they can wear their favorite clothes and be as active as they want to be.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/65103-kimberly-clark-depend-brand-take-the-weekend-on-underwear-bladder-control>

"Millions of Americans live with bladder control issues, and many of my patients who experience them say their big, bulky incontinence products keep them from doing things they love," says Jennifer Berman, M.D., urologist, director of the Berman Women's Wellness Center and Depend brand health expert. "They'll be happy to learn Depend brand is introducing Depend Underwear with new Fit-Flex protection to help give men and women the chance to live their lives to the fullest."

Depend Underwear with new Fit-Flex protection provides the great protection people have come to expect from Depend brand but now features more Lycra strands* for a smooth and comfortable close-to-the-body fit.

To show just how much of a positive impact Depend brand can make on someone's life, Depend brand is featuring the personal journeys of real people with bladder control issues in a series of inspirational videos on

www.depend.com. The videos follow real people as they experience the discreet fit of Depend Underwear with new Fit-Flex protection for themselves and gain a newfound sense of normalcy that helps give them the freedom and confidence they need every day.

"The Depend brand remains committed to introducing innovative solutions that can help improve the lives of people living with bladder leakage and reduce the stigma associated with this common condition," said Elizabeth Metz, Depend brand director, Kimberly-Clark. "We hope that highlighting the personal stories of these people will show men and women with bladder leakage that they don't have to be embarrassed or let it slow them down."

In addition to new online videos, Depend brand is also teaming up with top lifestyle expert Mar Jennings to provide men and women with resources and tips to help them get back a sense of normalcy and live an active, fulfilling life.

A multi-faceted commercial marketing program, the Depend Underwear with new Fit-Flex protection product launch will also be supported by TV and online advertising, product sampling and retail support.

To request a free sample of Depend Underwear with new Fit-Flex protection and view these inspirational stories, visit www.depend.com.

About the Depend Brand and Kimberly-Clark

Launched in 1984 by Kimberly-Clark Corporation, the Depend brand is the market leader in the adult incontinence category in North America. Over the years, the Depend brand has evolved with its consumers to provide the best protection** and lend them the confidence they need to lead normal, active lives. For more information or to request a product sample, visit www.depend.com.

Kimberly-Clark (NYSE: KMB) 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 142-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) or [Twitter](#).

*vs. previous Depend for Men and Depend for Women Underwear. Lycra is a trademark of INVISTA.

**Among those with a preference.

[KMB-B]

To view the multimedia assets associated with this release, please click:
<http://www.multivu.com/mnr/65103-kimberly-clark-depend-brand-take-the-weekend-on-underwear-bladder-control>

SOURCE Kimberly-Clark Corporation

For further information: Christina Fuschetto, Marina Maher Communications LLC, 212-485-6917, cfuschetto@mahercomm.com; Eric Bruner, Kimberly-Clark, 972-281-1443, eric.bruner@kcc.com



<https://www.news.kimberly-clark.com/press-releases?item=124653>