

Kimberly-Clark's U By Kotex Brand On A Mission To Help Women Save The Undies

Introduces New, One-Of-A-Kind 3D Capture Core to Help Stop Leaks

DALLAS, May 6, 2014 /PRNewswire/ -- Having a period isn't fun and can include annoyances from failed period protection to millions of underwear casualties. U by Kotex brand by Kimberly-Clark (www.ubykotex.com), is helping women *Save the Undies* by introducing a new dimension of feminine care protection – 3D Capture Core – to all its Ultra Thin pads. 3D Capture Core is a one-of-a-kind center that helps lock away wetness to help stop leaks, giving the brand's millions of loyal consumers, and all women, access to the premium feminine care experience they deserve.

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"Women have to deal with a lot during their period, including bloating and cramps," said Kanchan Patkar, U by Kotex senior brand manager, Kimberly-Clark. "While U by Kotex can't fix all those things, we can help women have an easier and better week by providing solutions that offer outstanding period protection and great designs, and delivering innovation and pushing the boundaries of the feminine care category."

The launch of U by Kotex products with 3D Capture Core is an integral part of *Save the Undies*, an integrated marketing program that continues to challenge the category and how women experience feminine care. The *Save the Undies* program is supported by an increased focus on digital and social engagements; memorable and witty TV and online advertising; engaging digital content, such as personality-based quizzes and arcade style games; and experiential elements, including activist events and event sponsorships.

Join U by Kotex in its mission to lift the burden of failed period care and Save the Undies. Visit www.ubykotex.com to get your sample of U by Kotex with new 3D Capture Core and get in on the conversation using the hashtag #SaveTheUndies.

In addition to the brand's quest to *Save the Undies*, Kotex Natural Balance products will now feature the U by

Kotex name. As part of this rebranding, all Kotex Natural Balance products are undergoing a redesign to offer the protection consumers trust with the bold style of the U by Kotex brand.

About the U by Kotex Product Line and Kimberly-Clark

Kimberly-Clark created the feminine care category with the launch of Kotex brand almost 100 years ago. Now, U by Kotex, a full line of feminine care pads, pantliners and tampons, continues to push category boundaries. By providing outstanding protection and unique design, the brand brings women a better feminine care experience overall.

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, U by 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](#).

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For further information: Raina Bahu, Marina Maher Communications LLC, 212-485-1655, rbahu@mahercomm.com; Eric Bruner, Kimberly-Clark, 972-281-1443, eric.bruner@kcc.com



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