

Fact: U By Kotex Brand Helps Create A New Generation Of Girls That Bust Myths, Advance Vaginal Health Knowledge

Khloe Kardashian Odom and Girls For A Change Inspire and Help Girls Get in the Know, Change the Way Society Thinks and Talks About Girls' Health and Bodies

NEW YORK, Feb. 1, 2013 /PRNewswire/ -- There's way too much misinformation about girls' health and bodies out there today and more than half (51%) of girls say it's hard to separate the myths from facts when it comes to vaginal health.[1] Everything from false information that appears in online searches and message boards to myths that have been passed from one generation to the next can leave girls confused, unempowered and without the facts. U by Kotex brand (www.UbyKotex.com), an innovative feminine care product line by Kimberly-Clark, is committed to inspiring girls to empower themselves with education, take control of their health and redefine how society thinks about their bodies with Generation Know (www.GenerationKnow.com). Generation Know is the first generation of girls with a real understanding of their bodies who will gain and spread that knowledge like wildfire.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/60196-kimberly-clark-u-by-kotex-brand-helps-create-generation-know>

(Photo: <http://photos.prnewswire.com/prnh/20130201/MM50861>)

According to the Generation Know Report, a Harris Interactive study conducted online and commissioned by the U by Kotex brand, 77 percent of girls feel they shouldn't talk about their vaginas or vaginal health and more than half (51%) cite society as a main source of vaginal health misinformation. Yet simultaneously, more than nine in 10 (91%) girls agree learning more about their bodies empowers them to make healthier choices and say it's time for all girls to become more educated about vaginal health. [1]

Designed to support the coming together of girls to make a positive difference for themselves and girls everywhere, the Generation Know program includes:

- An expansion of the U by Kotex brand's storied partnership with **Girls For A Change**, a national non-profit organization that empowers girls to create change within their communities, including the creation of educational training events, plus Generation Know Action and Girl Ambassador Teams, who will lead social change projects within their communities
- **GenerationKnow.com**, a fun and informative online hub where girls can get the facts, learn from experts and get involved in projects designed to create social change
- Free, specially designed **Generation Know bracelets** girls can wear to symbolize their commitment to joining Generation Know, learning about their bodies and passing the information on
- Participation from high profile influencers including **Khloe Kardashian Odom**, a long time U by Kotex brand and Girls For A Change supporter, as well as Generation Know project leaders like Amber Madison

(<http://www.ubykotex.com/take-action/spread-the-word>) and Kat Lazo (<http://www.ubykotex.com/take-action/break-the-silence>)

At a recent Generation Know event hosted in partnership with Girls For A Change, Khloe Kardashian Odom explained, "I'm thrilled to continue my partnership with U by Kotex for Generation Know while helping to empower girls. I've always been a motivational resource for my younger sisters and hope I can positively impact and inspire other young girls too. I'm also happy to continue to support Girls For A Change which is making a notable difference for girls everywhere."

For every girl that joins Generation Know, U by Kotex brand will donate \$1, up to \$500,000, to the organization.

A multi-faceted commercial marketing program, Generation Know also includes television advertising, mini online documentaries, digital partnerships, retail support and limited edition, specially marked Kotex products that provide girls a chance to win up to \$5,000 towards their education. Visit <http://www.ubykotex.com/take-action/enter-the-sweepstakes> for more details and sweepstakes rules.

"Since the U by Kotex launch in 2010, the brand has revolutionized the way girls think about their feminine care with a bold approach and real talk," says Lauren Kren, brand manager, Kotex brand. "Today with Generation Know, we're working to empower girls by legitimately advancing their vaginal health and wellness knowledge. We believe the impact of this groundbreaking program will ultimately help reshape the societal conversation around vaginal health and wellness."

Join the movement, get the facts and help create change at GenerationKnow.com.

Survey Methodology

Harris Interactive fielded the study on behalf of U by Kotex brand from August 13 - September 4, 2012, interviewing 1,056 U.S. females aged 14-35. This online survey is not based on a probability sample and therefore no estimates of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, visit <http://www.ubykotex.com/downloads/pdfs/study.pdf>.

About the U by Kotex Product Line and Kimberly-Clark

U by Kotex, a line of feminine care products (tampons, pads and liners) from Kimberly-Clark, provides outstanding product performance complemented by a colorful, cool design and attitude. Since 2010, the brand has shaken up the feminine care category through bold packaging and real talk about periods.

Kimberly-Clark (K-C) 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 141-year history of innovation, visit www.kimberly-clark.com.

About Girls For A Change

Girls For A Change (GFC) is a national non-profit organization that empowers girls to create social change. The organization invites young women to design, lead, fund and implement social change projects that tackle issues girls face. GFC provides the tools, resources, partnerships and support girls need to gain the voice, ability and problem-solving capacity to realize their full potential. GFC welcomes and serves all girls and focuses efforts on girls who live in low income communities. For more information, visit www.girlsforachange.org.

[1] Study conducted online by Harris Interactive for U by Kotex brand August 2012 among 1,056 U.S. females age 14-

35.

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