

# Start Of New Year Brings Tidal Wave Of Parents Ready To Potty Train

## **Pull-Ups® Training Pants Motivate Parents to Start Potty Training and Celebrate the First Flush**

NEENAH, Wis., Jan. 22, 2014 /PRNewswire/ -- As the New Year gets into full swing, countless parents are contemplating starting the potty training process but have reservations about when, and how, to start. For the roughly four million toddlers who embark on their potty training journey this year, Pull-Ups® Brand Potty Training Pants urge parents to begin training now with a celebration.

"A fresh start to the New Year is a great time to create family goals and establish habits for success," says Dr. Heather Wittenberg, Pull-Ups® Potty Training Partner and child psychologist who specializes in the development of babies and young children.

The training pants are proven to deliver more potty training success when used in favor of disposable diapers; Pull-Ups® aid in habit learning processes that contribute to overall success and have super-absorbent technology to address the downside of accidents when they occur.

Potty training success, however, doesn't happen overnight. While some toddlers may be more easily trained than others, the reality is that accidents can, and do, happen.

More than 85% of moms have stopped and started the potty training process and cited frustration over accidents as one of the primary reasons they switched back to diapers, according to a 2012 Pull-Ups® Brand study.

"We hear from parents all the time that potty training isn't quite what they'd expected or heard it to be," said Mike Krebsbach, Pull-Ups® Brand Director. "Everyone's potty training journey is different, but we do know that patience and consistency are vital throughout the potty training process."

Parents should plan for the official start of potty training by purchasing items that will boost their chances of success like a potty training system or seat, a bathroom step and potty training pants.

Most recently, the Pull-Ups® brand launched an exclusive partnership with [The First Years®](#), manufacturer of baby and child-care products including potty training goods, in order to assist parents as they begin potty training their toddler. Pull-Ups® is offering a free sample pack of its training pants with purchase of a specialty potty system via The First Years® website.

"A partnership between Pull-Ups® and The First Years® promotes consistency in training from the very first flush," Kresbach added. "We want to let parents know that Pull-Ups® complement the potty training process and can significantly enhance progress when you use them from the start of your journey."

Pull-Ups® offers a variety of fun and practical tools, potty training resources and rituals to help parents stay the course and celebrate every success along the way. Celebrating helps to keep toddlers on track and excites them about the progress they make. One way is via *Celebrate the First Flush*, a ritual designed to keep parents and their Big Kid in training to stay motivated throughout the entire potty training process.

"When a child gives the first sign that it's time to begin potty training, make an occasion of it and celebrate," Dr. Wittenberg added. "Starting training marks a big milestone, not just in the child's life, but in Mom's and Dad's lives, too."

Parents can *Celebrate the First Flush* inside Pull-Ups® [Big Kid Academy](#) using these festive tools and resources:

- **Potty News Network:** A customizable news channel allowing parents to feature their First Flushers in a celebration with their very own segment.
- **Video Character Call:** Toddlers can receive a video call from their favorite Disney characters.
- **Music Room:** In this interactive room, toddlers can click on an instrument to strike up the band and get the party started.
- **Potty Training Progress Chart:** A printable chart that encourages moms to track their First Flusher's potty training accomplishments.

Pull-Ups® is a proud sponsor of *Nina Needs to Go*, an animated short form series for preschoolers that airs daily on Disney® Channel and Disney Junior. *Nina Needs to Go* follows four-year-old Nina who often 'needs to go' at the most inopportune moments, and must use her initiative to overcome the obstacles between her and the nearest bathroom.

*Nina Needs to Go* is a first-of-its kind partnership for Pull-Ups® and will also be featured on the Big Kid Academy at Pull-Ups.com.

Visit the Pull-Ups® [Big Kid Academy](#), [Facebook](#) page and [Twitter](#) to find First Flush tools and resources that make it easy to start potty training and celebrate the milestones of Big Kid progress.

#### **About Kimberly-Clark**

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 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](http://www.kimberly-clark.com) or follow us on [Facebook](#) and [Twitter](#).

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