

U By Kotex Brand Continues To Encourage Millions Of Women To Stop Senseless Leaks And Save The Undies

Introduces New Security Ultra Thin Pads with 3D Capture Core and Xpress DRI Cover

DALLAS, July 6, 2015 /PRNewswire/ -- Calling all UnderWarriors! Did you know that every year women lose millions of undies due to failed period protection? Yes, it's true! According to a survey⁺, ninety-one percent of women lose a pair of undies to faulty products which can create anxiety about leakage and a less than ideal feminine care experience. To help women feel more confident in their period protection and continue to *Save the Undies*, Kimberly-Clark's U by Kotex brand (www.UbyKotex.com) has introduced U by Kotex Security Ultra Thin pads with 3D Capture Core, a one-of-a-kind center that locks away wetness to help stop leaks like no other pad, plus new Xpress DRI, a cover with crazy-fast absorption.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7532151-u-by-kotex-save-the-undies/>

"With women's increasingly busy schedules the last thing they want to worry about is whether or not their feminine care products are going to work," said Kanchan Patkar, U by Kotex brand director, Kimberly-Clark. "As the brand who created the feminine care category nearly 100 years ago, U by Kotex continues to help women manage their periods more easily and have a better feminine care experience overall. We are dedicated to breaking down barriers and introducing unique product designs that offer outstanding protection improvements."

The new 3D Capture Core and Xpress DRI cover are also found on U by Kotex CleanWear Ultra Thin pads. Other product benefits of U by Kotex Security Ultra Thin pads and U by Kotex CleanWear Ultra Thin pads include uniquely shaped wings for a secure fit and an ultra thin, four-layer absorbent system for seriously dry protection.

The launch of U by Kotex Security Ultra Thin pads with 3D Capture Core and new Xpress DRI cover is part of *Save the Undies*, an integrated marketing program that aims to help women change the way they think about and experience feminine care. The *Save the Undies* program is supported by a robust digital media plan, including the opportunity for women to create an UnderWarrior profile on the brand's website, spread the word via their social channels and be entered for a chance to win surprise sweepstakes. The program also includes partnerships with top-tier vloggers who will be spotlighting the new product in upcoming videos, fresh, informative content on the brand's owned and promoted social channels, and attention grabbing TV, print and online advertising.

Join U by Kotex in its mission to stop senseless leaks and #SaveTheUndies. Visit www.UbyKotex.com to become an UnderWarrior and get a free sample of U by Kotex Ultra Thin pads with new 3D Capture Core plus Xpress DRI cover.

+ Crowdtap panel poll. 4,428 women ages 13-40. 5/2014.

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 143-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; Terry Balluck, Kimberly-Clark, 972-281-1397, terry.balluck@kcc.com

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