

# Kimberly-Clark Increases Production Of Face Mask Products To Address Flu Epidemic-Related Needs

ROSWELL, Ga., Feb. 8, 2013 /PRNewswire/ -- With the 2012-2013 influenza season reaching epidemic levels across the U.S., Kimberly-Clark is continuing to increase production of face masks and other Personal Protective Equipment (PPE) products in response to increased customer demand from acute care facilities across the country.

(Logo: <http://photos.prnewswire.com/prnh/20110928/DA76879LOGO>)

The Centers for Disease Control and Prevention (CDC) reported that the flu season began earlier than usual this year and is shaping up to be more severe than in years past[1]. Kimberly-Clark, the market leader in facial protection in the U.S., has been closely monitoring CDC data and adjusting manufacturing schedules and inventory management in anticipation of continued increased demand from current customers for PPE, including face mask products.

"The health and safety of our valued customers and their patients is our most important priority," said John Amat, Vice President of Sales and Marketing, Kimberly-Clark Health Care. "Kimberly-Clark representatives are proactively reaching out to all of our current customers to assure them that with our North America-based product supply, we can continue to provide the highest quality facial protection products throughout the flu season."

To further help customers, their patients and consumers prevent the spread of the flu, Kimberly-Clark recommends these simple prevention precautions:

- **Get vaccinated** - The CDC recommends a yearly flu vaccine as the first and most important step in protecting against this serious virus.[2]
- **Pay attention to hand hygiene** - One of the best ways to help prevent the spread of the flu is to wash your hands with soap and water. If soap and water are not available, use an alcohol-based hand rub.[3]
- **Contain the germs** - Cover your nose and mouth with a tissue when you cough or sneeze. This will block the spread of droplets from your mouth or nose that could contain germs.[4]

Additional tips and information for patients can be found at [www.preventinfections.com](http://www.preventinfections.com). Kimberly-Clark also offers complimentary, accredited clinical education webinars on the topic of flu via The Kimberly-Clark Knowledge Network, <http://en.haiwatch.com/ClinicalEducation.aspx#5>.

## **Kimberly-Clark in the Healthcare Environment**

Around the world, medical professionals turn to Kimberly-Clark for a wide portfolio of solutions that improve the health, hygiene and well-being of their patients and staff. As part of their healing mission, caregivers rely on Kimberly-Clark to deliver clinical solutions, hygiene & cleaning offerings, and educational resources that they can depend on to prevent, diagnose and manage a wide variety of healthcare-associated infections. This more than \$1 billion global enterprise of Kimberly-Clark Corporation holds the No. 1 or No. 2 market share position in

several categories, including infection control solutions, surgical solutions, pain management, hygiene solutions and digestive health. And throughout the care continuum, patients and staff alike trust Kimberly-Clark medical supplies and devices, KLEENEX tissues, KLEENEX & SCOTT skin care products and SCOTT towels for day-to-day needs. For more information, visit <http://www.kchealthcare.com> and <http://www.kcprofessional.com>.

### **About Kimberly-Clark**

Kimberly-Clark 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](http://www.kimberly-clark.com).

[1] News Journal, <http://wnewsj.com/main.asp?SectionID=49&SubSectionID=156&ArticleID=203912>; Centers for Disease Control and Prevention, <http://www.cdc.gov/flu/about/season/flu-season-2012-2013.htm>

[2] Centers for Disease Control and Prevention, <http://www.cdc.gov/features/fluactivity/>

[3] Centers for Disease Control and Prevention, <http://www.cdc.gov/features/fluactivity/>

[4] Centers for Disease Control and Prevention, <http://www.cdc.gov/features/fluactivity/>

SOURCE Kimberly-Clark

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