

# "Aunt Flo" Makes (Crimson) Waves

## New Online Video Kicks Off Multi-Brand Kimberly-Clark Partnership with HelloFlo

DALLAS, April 12, 2016 /PRNewswire/ -- Today, "Aunt Flo" kicked off a yearlong partnership between HelloFlo and Kimberly-Clark's U by Kotex and Poise brands. The video short, which captures a day in the life of a fictional Aunt Flo, is one part of a multi-faceted marketing effort including feminine care boxes and digital content. HelloFlo creates one-of-a-kind care packages and award-winning content to help women and girls through transitional times of their lives. The HelloFlo partnership is a first for both the U by Kotex and Poise brands.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7780051-kimberly-clark-kotex-poise-helloflo/>

"By teaming up with HelloFlo, not only are we helping more women receive customized feminine care solutions that are just right for them, we're also connecting, entertaining and engaging a wider audience of women with real, relatable content created in concert with a partner who understands them as well as we do," said Melissa Dennis, U by Kotex senior brand manager, Kimberly-Clark.

Jay Gottlieb, President of Adult & Feminine Care, Kimberly-Clark, added, "For nearly 100 years, the U by Kotex and Poise brands have remained committed to continually advancing innovation in, as well as the way people think about, talk about and experience the feminine care and light bladder leakage (LBL) categories. We're happy to be working with a partner like HelloFlo that shares our commitment."

HelloFlo is a community devoted to promoting health and empowerment for women and girls, and normalizing the conversation around women's bodies so they can live healthier lives. "First Timer," "Menstrual Maven" and "Mom to Be" kits available on [www.HelloFlo.com](http://www.HelloFlo.com) all contain U by Kotex products; "Mom to Be" kits include Poise products too. Select kits also include beauty and maternity products, travel kits, accessories, as well as products from Kimberly-Clark's Kleenex and Cottonelle brands.

On March 30, 2016, [SheKnows Media](http://www.SheKnowsMedia.com), a leading women's media company with 81 million-plus unique visitors per month (comScore) and 275 million social media fans and followers, announced that it will acquire HelloFlo in April 2016, and that the brand would become its flagship women's health platform.

"I created HelloFlo with a simple mission: to normalize the conversation around women's health," said Naama Bloom, HelloFlo Founder and CEO and SheKnows Media's Senior Vice President of Integrated Marketing. "We are thrilled to partner with the U by Kotex and Poise brands as we continue to offer unique, inspirational and entertaining solutions and content for women, at every age and every stage."

Visit [www.UbyKotex.com](http://www.UbyKotex.com) and [www.Poise.com](http://www.Poise.com) to learn more about U by Kotex and Poise brand products and programs. Visit [www.Poise.com](http://www.Poise.com) to request a free sample.

### About U by Kotex

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.

### **About Poise**

Launched in 1992 by Kimberly-Clark Corporation, Poise brand is the market leader in Light Bladder Leakage protection products for women. Poise offers pads and liners, which come in three different forms (liners, ultra thins and pads) and Poise Impressa Bladder Supports, the first, over-the-counter internal product designed to help stop leaks before they happen. For more information and to request a free consumer sample kit, visit [www.Poise.com](http://www.Poise.com).

### **About HelloFlo**

HelloFlo is an e-commerce company focused on providing products, content and services for women and girls through every life stage. Originally launched as a subscriptions service, the company has broadened its scope to provide one-of-a-kind care packages that support women and girls through transitional moments. HelloFlo additionally provides unique content that will help educate, inspire and entertain.

### **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'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](http://www.Kimberly-Clark.com) or follow us on [Facebook](#) or [Twitter](#).

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