

# Well Hello, SAM! Poise Brand Introduces Women To New Poise Microliners Featuring SAM (Super Absorbent Material)

## New Shockingly Thin Liners Redefine Light Incontinence Category; Thinnest Light Incontinence Liners Ever

DALLAS, April 16, 2014 /PRNewswire/ -- Did you know one in three women experience light bladder leakage (LBL) – common little leaks that can be triggered by simple, everyday occurrences like coughing, sneezing, laughing and even exercise? Yet many women rely on feminine care products or nothing at all to manage their LBL because they don't know there are solutions designed specifically for leaks or they just don't think incontinence products are for them. But that's all going to change! Poise brand ([www.poise.com](http://www.poise.com)) continues to reinvigorate the light incontinence category while helping women manage little leaks with confidence, with the launch of new, shockingly thin and surprisingly absorbent Poise Microliners, featuring SAM (Super Absorbent Material).

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/7176051-kimberly-clark-new-poise-microliners-super-absorbent-material-leakage>

"The little changes that women can begin to experience in their 30s and 40s are more common than they think," said Melissa Dennis, Poise brand manager, Kimberly-Clark. "And if a woman has light bladder leakage, it's definitely time she met SAM (Super Absorbent Material). With the launch of new Poise Microliners, we want women who experience little leaks to think differently about LBL protection and find the most discreet options to help keep them dry, comfortable and confident all day long."

The thinnest liners in the light incontinence category, new Poise Microliners are designed specifically for LBL to absorb wetness, neutralize odor and stay three times drier than period liners.\* SAM (Super Absorbent Material) can also be found in the full line of Poise brand products that millions of women trust for discreet LBL protection.



To support the launch of new Poise Microliners, Poise brand is encouraging women to meet SAM (Super Absorbent Material) with an unexpected marketing approach featuring print, television and online advertising, digital partnerships, product sampling and retail support designed to normalize the LBL conversation. Poise brand, a leader in the light incontinence category, has been and remains committed to understanding women's evolving feminine needs and creating innovative solutions that empower and make their lives easier, since the brand launched in 1992.

Visit [www.poise.com](http://www.poise.com) to meet SAM (Super Absorbent Material), learn about Poise pads and liners and request a free sample.

\*vs. leading similar-sized period-only liners.

### **About the Poise Brand and Kimberly-Clark**

Launched in 1992 by Kimberly-Clark Corporation, Poise brand is the market leader in Light Bladder Leakage protection products for women. Poise pads and liners come in three different forms (liners, ultra thins and pads), five absorbencies and offer custom product features such as longer length and wings. For more information and to request a free consumer sample kit, visit [www.poise.com](http://www.poise.com) (<http://www.poise.com/>).

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, 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](#) or [Twitter](#).

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### **Poise® Microliners**

