

# U By Kotex And Fashion Visionary Patricia Field Empower Girls To Revolutionize The Feminine Care Category

## New Product Look and Design Contest Rally Young Women to Ban the Bland Look of Feminine Care

DALLAS, April 7, 2011 /PRNewswire/ -- Young women have design choices to express themselves in all aspects of their lives from fashion to the color of their cell phone, so why do they still have to settle for the boring and institutional look of feminine care? **U by Kotex**, a bold feminine care line from Kimberly-Clark Corporation, has partnered with fashion visionary **Patricia Field** to give young women the opportunity to take a stand against the bland look of feminine care and inspire the category's future. Jumpstarting female creativity, the line is also now introducing color and design variety on pads and liners for the first time ever, bringing even more style to the **U by Kotex** line.

To view the multimedia assets associated with this release, please click:

<http://multivu.prnewswire.com/mnr/kotex/49566/>

(Photo: <http://photos.prnewswire.com/prnh/20110407/MM78189>)

"At this point in my career, I am thrilled to have the chance to speak with young women and bring design to the bland feminine care category through this partnership with U by Kotex," said Patricia Field, an Academy Award-nominated, two-time Emmy Award-winning stylist whose fashion career spans 45 years and who is best known for her TV and film work, including *Sex and the City*, *Ugly Betty* and *The Devil Wears Prada*. "I'm looking forward to seeing the creativity come to life in the design contest and final products."

Together, U by Kotex and Patricia are inviting young women to share their inspirations through an online design contest. To enter, a pad, accessory or inspiration board can be designed and submitted at [www.BantheBland.com](http://www.BantheBland.com) for the chance to work with Patricia to design a new U by Kotex product and to attend a runway show at Fashion Week in New York City. Designs will be accepted from April 4 through June 29 and then everyone can vote for the winning designs online from August 1 through 24. For everyone who submits or likes a design online, \$1 will go to Girls For A Change(1) — a national non-profit organization that empowers girls to create and lead social change within their communities. The new U by Kotex products inspired by the winners and Patricia will be in stores in 2012.

"U by Kotex is taking the next step in revolutionizing the feminine care category by introducing color and design variety on pads and liners for the first time and inviting young women to imprint on the future of feminine care," said Melissa Sexton, integrated marketing director, adult and feminine care, Kimberly-Clark. "This breakthrough in design is part of our larger mission to change the thinking around feminine care and empower young women to take control of their health and bodies."

Known for its bold packaging and honest advertising, U by Kotex continues to break conventions with:

- The introduction of color and design variety to its pads and liners for the first time through three unique designs in each box available now.
- A limited-edition designer series themed to fit a girl's personal style in BoHo, Poptimistic, Freestyle and Punk Glam available in July 2011.
- A limited-edition carrying tin from Patricia Field available in July 2011.
- New products inspired by the contest winners and Patricia Field, available in stores in 2012.

## **About the Contest**

No purchase necessary. The Ban the Bland Design Challenge is open only to legal residents of the 50 United States, the District of Columbia and Canada who are 14 years of age or older as of date of entry. Parental consent is required if entrant is under the age of majority in his/her state, province or territory of residence. Entries must be received by 11:59:59 PM ET on 6/29/11. Total approx. retail value of each Grand Prize is \$3,565 (U.S. Dollars). One Grand Prize winner per design category. Judging will be based on Creativity of design – 40%, The extent to which the design embodies the U by Kotex\* brand characteristics of "Bold" and "Expressive" – 40% and Appropriateness of statement to design – 20%. Void where prohibited by law. For Rules/to enter, visit [www.BanTheBland.com](http://www.BanTheBland.com) (English) or [fr.ubykotex.com](http://fr.ubykotex.com) (French). Sponsor: In the US, Kimberly-Clark Global Sales, LLC, 2100 Winchester Road, Neenah, WI 54956 USA. In Canada: Kimberly-Clark Inc., Mississauga, ON L5B 3Y5.

## **About Girls For A Change**

Girls For A Change (GFC) is a national non-profit organization that empowers girls to create social change. The organization invites young women to design, lead, fund and implement social change projects that tackle issues girls face. GFC provides the tools, resources, partnerships and support girls need to gain the voice, ability and problem-solving capacity to realize their full potential. GFC welcomes and serves all girls and focuses efforts on girls who live in low income communities. For more information, visit [www.girlsforachange.org](http://www.girlsforachange.org).

## **About the U by Kotex Product Line and Kimberly-Clark**

U by Kotex, the newest line of feminine care products (tampons, pads and liners) from Kimberly-Clark, provides outstanding product performance complemented by a colorful, cool design and attitude. Black boxes and neon wrappers signify the bold stand that U by Kotex is taking to turn current category conventions upside down. U by Kotex was voted feminine care Product of the Year in a survey of 60,493 people by TNS.

Kimberly-Clark and its well known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people – 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 139-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

(1) "Up to \$100,000 donation to Girls For A Change"

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