

One Million Women Join Poise Brand In The 2nd Talk This World Menopause Day

STARTING A NEW WAY TO TALK ABOUT MENOPAUSE, HELP WOMEN APPROACH THE LIFE STAGE WITH CONFIDENCE

RELEASE OF "HOT FLASH ROAD SHOW" FOOTAGE EXTENDS WORLD MENOPAUSE DAY CELEBRATION, ENCOURAGES CONVERSATION WITH A ROAR OF LAUGHTER

DALLAS, Oct. 18, 2012 /PRNewswire/ -- Today, World Menopause Day, the 29th annual day of recognition for hot flashes, night sweats and everything else menopausal, the Poise brand celebrates the more than 1 million women who have joined The 2nd Talk (www.The2ndTalk.com), the brand's effort to establish a whole new way to talk about menopause and help women approach it with confidence.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/58727-kimberly-clark-poise-2nd-talk-world-menopause-day>

While more than fifty million women across North America are approaching or experiencing menopause and a Harris Interactive study[*] revealed that eight in ten women agree it's time to change the way they talk about it, many women remain hesitant to discuss this very normal life stage. Women likely remember having a first talk that explained their changing bodies as they approached puberty, but there is no talk that prepares them for menopause.

Continuing in the Poise brand tradition of taking a light-hearted approach to topics commonly considered uncomfortable, the brand took The 2nd Talk on the road with the Hot Flash Road Show starring comedic actresses Sherri Shepherd and Cloris Leachman. The tour recently made stops in New York and Los Angeles with the goal of opening up the conversation around menopause with humor, which the study cited as women's second most popular mechanism for coping with this life stage. To reach even more women with The 2nd Talk and keep the conversations flowing, the show's lively and hysterical skits are available exclusively online at www.The2ndTalk.com.

"We're encouraged with the response we've received and are hopeful the 1 million women who have joined The 2nd Talk effort will spread the word, helping us to continue to normalize the conversation, while educating women and eliminating the stigma around menopause," said Rebecca Dunphey, Poise brand director at Kimberly-Clark.

In addition to the Hot Flash Road Show and Harris Interactive study, The 2nd Talk also includes:

- A catalog of over 200 stories from women that highlight a variety of shared menopause experiences and

emotions (<http://www.poise.com/personal-stories-and-blogs/stories-from-real-women>).

- A panel of experts to help address women's menopause questions and concerns on topics ranging from intimacy to fitness and nutrition to overall women's health (<http://www.poise.com/experts-and-education>).
- The new Poise Feminine Wellness line – a first-of-its-kind collection of over-the-counter products designed specifically to provide women with comfort during menopause.

"What was once considered the end of the road is no longer," says Vivian Diller, Ph.D., psychologist and aging expert. "By fostering community and empowering women with the knowledge they need to manage their menopause experience, The 2nd Talk is a fantastic resource for today's women who expect and demand more from life than ever before."

To participate in The 2nd Talk, view and share the Hot Flash Road Show skits and learn more about the new line of Poise brand wellness products, visit www.The2ndTalk.com.

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. In July 2012, the brand expanded into the feminine wellness category with the introduction of the Poise Feminine Wellness line – a first-of-its-kind line of over-the-counter products designed specifically to provide women with comfort during menopause. For more information, visit <http://www.poise.com>.

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 140-year history of innovation, visit <http://www.kimberly-clark.com>.

About World Menopause Day

Established in 1983 by The International Menopause Society (IMS), in collaboration with the World Health Organization, World Menopause aims to inform women about menopause, its management and the impact of estrogen loss. In observation of the Day, the IMS and the member national societies of CAMS, the Council of Affiliated Menopause Societies, distribute materials and organize activities for women. The IMS hopes that national societies will take the opportunity of World Menopause Day to highlight the increasing importance of menopausal health issues, by contacting the women of their country to encourage them to talk to their doctors about menopause and its long-term effects. For more information, visit <http://www.imsociety.org>.

[*] A study of 2,000 women in North American, which examined women's thoughts and feelings about menopause.

SOURCE Kimberly-Clark

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