

# Kirstie Alley And The Poise Brand Urge Women To Ditch Those Period Pads

## Award Winning Actress Spreads Her Wings as the Poise Fairy to Educate Women about the Benefits of Poise Brand Products vs. Period-only Pads for LBL

DALLAS, March 5, 2012 /PRNewswire/ -- Award winning actress Kirstie Alley has landed a new role as the Poise Fairy (<http://www.poise.com/>). The Poise Fairy is sassy. She's hip. And she's on a mission to break down the stigmas associated with Light Bladder Leakage (LBL) (<http://poise.com/learn>), which impacts one in three women, while educating them about a solution that works. While Kirstie does not have LBL, she has taken on the role of the Poise Fairy as a light-hearted way to help bring awareness to women about the condition.

To view the multimedia assets associated with this release, please visit: <http://www.multivu.com/mnr/54550-kirstie-alley-poise-fairy-educate-women-light-bladder-leakage-lbl>

(Photo: <http://photos.prnewswire.com/prnh/20120305/MM59563> )

"The Poise Fairy was fun to bring to life," said Kirstie. "I wanted to help get women comfortable with LBL and tell the ladies to lose those period pads and give Poise a try!"

To help protect against LBL, many women reach for feminine care pads rather than Poise pads and liners that are specifically designed for LBL. But in new television advertisements and an online video (<http://www.1in3likeme.com>), Kirstie appears as the Poise Fairy to show the millions of women with LBL that the Poise brand can help them stay fresh and dry from the little leaks they might experience while chatting at a party, working at the office or running at the gym. LBL can be triggered simply by laughing, sneezing or exercising.

Alley follows in the footsteps of comedienne, Whoopi Goldberg, and reality star, Kris Jenner, who have taken on the roles of "Great Women in History," including Cleopatra, the Statue of Liberty, and Rosie the Riveter, to help break down taboos and educate women about LBL.

"We have seen a tremendous response from women when using a light-hearted approach to this topic," said Rebecca Dunphey, Poise brand director at Kimberly-Clark. "It's our hope that with the Poise Fairy we will continue to help women with LBL feel more confident."

"Period pads are for your period, but Poise pads and liners help women with LBL stay fresh and dry," Dunphey continued. "We are encouraging women to ditch their period pads and try Poise brand products for themselves. They can visit [Poise.com](http://Poise.com) for a free sample."

### 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).

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

SOURCE Kimberly-Clark Corporation

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