

Scott Naturals Brand Offers Easy Solution To Help Save Water In The Bathroom

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DALLAS, September 7, 2010 - Access to fresh water is an emerging environmental and social concern, as the U.S. Governmental Accountability Office projects water shortages in 36 of 50 U.S. states over the next five years. While a recent survey showed many consumers (45 percent) believe bathing/showering consumes the most water, the American Water Works Association says toilet flushing is actually the number one use of water in the home.

To raise awareness of this issue and to make it simple for consumers to save water when flushing the toilet, Kimberly-Clark's Scott Naturals brand will be offering an innovative solution - the Smart Flush bag. The device will be available free with purchase of Scott Naturals bath tissue while supplies last beginning in September.

The Scott Naturals Smart Flush bag offers a safe and easy way to save water at home. When placed in the toilet tank, the material in the bag absorbs water and expands, reducing the amount of water consumed in each flush by up to one liter. A family of four could save 2,000 gallons of water per year by using the Smart Flush bag.

"K-C and the Scott Naturals brand are committed to sustainability and to preserving natural resources for future generations," said Doug Daniels, Scott brand manager. "The Smart Flush device makes it easy for consumers to conserve by reducing the water consumed by each toilet flush. This innovative solution aligns with Scott Naturals brand's approach of making it easy for environmentally aware consumers to take a green step at home, without changing their normal routines."

The Smart Flush bag will be given away exclusively on Scott Naturals 8 pack and 12 pack bath tissue at retailers nationwide in September and October, while supplies last. The promotion will be supported by a national campaign including a dedicated TV spot explaining Smart Flush and in-store video advertisements.

Scott Naturals brand offers a full line of bath tissue, paper towels, napkins and flushable moist wipes that deliver quality, performance and environmental benefits, at a value price. For more information on the Scott Naturals brand product line, visit www.scottbrand.com/naturals.

Study Methodology

The data referenced above is based on a telephone survey commissioned by Scott Naturals brand. The CARAVAN® Survey was conducted during the period of July 15-18, 2010 of 1,006 adults comprising of 502 men and 504 women 18 years of age and older, living in private households in the continental United States. The margin of error on the total sample is approximately +/- three percent.

About Kimberly-Clark

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 138-year history of innovation, visit www.Kimberly-Clark.com.

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