

Kimberly-Clark Introduces Cottonelle Brand Products For Sensitive Skin

DALLAS, August 18, 2009 - A recent consumer survey* found 62 percent of the adult population claims to have sensitive skin on some parts of their bodies. But while they go to great lengths to take care of skin on their faces, elbows, legs and feet, many people often overlook the sensitive skin on their bottoms.

Believing sensitive skin care has no boundaries, Kimberly-Clark Corporation (NYSE: KMB) is introducing improved Cottonelle Aloe & E toilet paper and new Cottonelle SoothingClean flushable moist wipes. These extra gentle products offer a combined solution that help make it easy for consumers to care for sensitive skin in their most sensitive spots.

"Sensitive skin is a big concern for many consumers. Some 67 percent of women claim to have sensitive skin, and 40 percent of adult consumers report 'minor skin irritation down there'," said Courtney De Salvatore, Brand Manager. "Cottonelle Aloe & E toilet paper and Cottonelle SoothingClean flushable moist wipes help make caring for sensitive skin on bottoms an easy part of users' daily personal care routine."

Cottonelle Aloe & E toilet paper has been improved as a gentle, gliding, silkier, softer bath tissue that is even more comfortable to use than the prior Aloe & E tissue. Cottonelle SoothingClean flushable moist wipes are new to the market and are dermatologist tested. The product is alcohol free, enriched with Aloe & E, gentle enough for everyday use, and breaks up after flushing.

To help educate consumers about sensitive skin care - in a gentle, cheeky way - the Cottonelle brand has established the Cottonelle Institute of Sensitive Skincare online at www.cottonelleinstitute.com. The informational Web site, hosted by the iconic Cottonelle puppy, helps visitors discover their individual sensitive skin types - and how to care for them - through interactive labs, tips and activities.

Cottonelle Aloe & E toilet paper and Cottonelle SoothingClean flushable moist wipes are available in retail outlets across North America.

About Cottonelle Brand

The Cottonelle brand provides innovative, superior comfort solutions for perineal personal care. Cottonelle toilet paper is available in three forms: Cottonelle Ultra toilet paper, Cottonelle Aloe & E toilet paper, and Cottonelle Premium toilet paper. To help people feel cleaner and fresher than with toilet paper alone, Cottonelle offers Cottonelle Fresh flushable moist wipes, Cottonelle for Kids flushable moist wipes, and new Cottonelle SoothingClean flushable moist wipes enriched with Aloe & E. For the latest product information, visit www.cottonelle.com.

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 137-year history of innovation, visit www.kimberly-clark.com.

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