

# Kimberly-Clark's Huggies Launches Improved Baby Wipes And Toiletry Products

**DALLAS, Feb. 21, 2007** Kimberly-Clark Corporation (NYSE:KMB) announced today several new and improved baby and toddler hygiene products under its well-known Huggies brand.

As part of today's announcement, K-C is introducing an improved Huggies Supreme baby wipe, a new naturally refreshing line of Huggies baby wipes and toiletries, and a new flashing light hand soap pump as part of the Huggies Cleanteam brand.

"K-C has built Huggies into a mega-brand offering a full line of baby and toddler hygiene products, including diapers, training pants, disposable changing pads, baby wipes, washcloths and mitts, rash cream and toiletries," said Bob Thibault, President of Kimberly-Clark's North American Personal Care products. "The company continues to drive the growth, strength and reach of the Huggies brand by offering total solutions that help make the journey through motherhood easier for moms, while enhancing those special bonding times with their kids."

## **Building on Success of Huggies Brand through Product Innovations**

The improved Huggies Supreme baby wipes offer moms a better cleaning product with washcloth-like performance. Huggies Supreme baby wipes are the thickest baby wipes currently in the market 50 percent thicker than branded competitive baby wipes and 30 percent thicker than current Huggies Natural Care baby wipes.

The new naturally refreshing products expand the Huggies bath and body toiletries line with a fresh scent that is infused with cucumber and green tea ingredients. Available across the complete line of Huggies baby wipes and toiletry products, including baby wash, shampoo, lotion, and wash cloths, the new scent extends the brand's leadership in bringing mom-preferred fragrances and ingredients like shea butter to the baby and toddler care aisle.

The Huggies Cleanteam brand also continues to expand its line of toiletry products by rolling out the new Henry the Hippo flashing light hand soap pump to help moms teach toddlers how long to wash their hands. The 9-ounce hand soap pump includes a 20-second flashing timer, which according to the Center for Disease Control (CDC) is the recommended time for proper hand-washing. Additionally, there is a 20-ounce refill of Huggies Cleanteam hand soap available.

These new and improved Huggies brand baby wipes and toiletry products will be broadly available at major retail locations throughout the U.S. and Canada. The launch is being supported by a multi-million dollar advertising and promotion campaign.

## **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 135-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

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