

# Kimberly-Clark To Launch Full Line Of Huggies Bath & Body Products

Dallas, Nov. 29, 2004 - Kimberly-Clark Corporation (NYSE: KMB) today announced a major extension of its market-leading Huggies brand with the launch of a complete line of Huggies Bath & Body Products.

Leading the array of toiletry items is the breakthrough new Huggies Liquid Powder, made from a proprietary Kimberly-Clark formulation, that goes on a baby's skin as a liquid and dries as a powder, eliminating the messy application and airborne particles of dry powder.

The line comprises more than 20 new toiletry items including Huggies Shampoo, Huggies Baby Lotion, Huggies Diaper Rash Cream and Huggies Disposable Wash Mitts, as well as variations of the brand's existing baby wash and washcloth products.

With the rollout of this new line, Huggies becomes the only brand with a major presence across all four major non-food baby categories--diapers, training pants, wipes and toiletries--in three of which it is the market leader. Huggies initial entry into the toiletries category in January 2004, with the launch of a washcloth and baby wash, has already lifted the bath segment of the market by 11 percent.

"This launch is very significant news both for consumers and customers," said Steve Kalmanson, group president, North Atlantic Personal Care for Kimberly-Clark. "Moms see the Huggies brand as more than diapers and wipes, they trust Huggies to care for their baby.

"When consumer trust is combined with the truly innovative solutions that this new line comprises you have a very powerful proposition," he said. "With these new bath and body products we are also leveraging the Huggies brand to grow the entire baby care category. The performance of our washcloth and baby products to date in 2004 has already demonstrated what an impact the Huggies brand, combined with real innovation, can have on this under-penetrated category."

Huggies Bath & Body products will be broadly available at major retail locations throughout the U.S. and Canada in early 2005. The launch will be supported by a comprehensive marketing plan.

## **Providing Total Baby Care Solutions**

Kimberly-Clark conducted extensive consumer research to develop the products in the Huggies Bath & Body line. In each market segment, the company surfaced unmet needs and developed innovative solutions to meet those needs.

In addition to Huggies Liquid Powder, these solutions include a K-C-proprietary Shea Butter moisturizing formulation used for varieties of Huggies Baby Lotion and Huggies Baby Wash; extra thick and soft disposable washcloths and toddler mitts using proprietary K-C nonwoven fabric; and differentiated, ergonomically designed packaging.

The range of Huggies Bath & Body items also addresses the course of a baby's development, from Extra Gentle shampoo and baby wash products for the sensitive skin of newborns to colorful Huggies Disposable Toddler Mitts with soap that make learning to bathe easy and fun.

Kimberly-Clark used its own skin health technology for the majority of the new product formulations, electing to

partner with a third-party for the manufacture of several items to increase speed to market and reduce capital investment.

**The products include:**

- Huggies WashCloths with Extra Gentle or Lavender & Chamomile Baby Wash
- Huggies Baby Wash - in Extra Gentle, Lavender & Chamomile, and new Shea Butter formulations
- Huggies Extra Gentle Baby Shampoo
- Huggies Baby Lotion - in Lavender & Chamomile and new Shea Butter formulations
- Huggies Liquid Powder - offered in scented and Aloe & E formulations
- Huggies Rash Cream - a smooth, creamy formula that is easy to apply and easy to wipe off
- Huggies Disposable Toddler Mitts - the first mitts available with soap
- Huggies Toddler Body Wash and Toddler 2-in-1 shampoo/conditioner

In addition, Kimberly-Clark will offer a Huggies Newborn Gift Pack, a full baby care solution for new moms that includes diapers, baby wipes, baby wash, washcloths, liquid powder and changing pads.

"The Huggies brand is about making babies happy and helping parents care for them," Kalmanson said. "Bath time is special for parents and baby--bathing, toweling and applying lotion create an occasion for bonding. Huggies Bath & Body Products provide solutions that make the task easier and more enjoyable, helping to deepen that bond."

Photos of Huggies Bath & Body Products are available at: [www.kimberly-clark.com/news/\\_home.asp](http://www.kimberly-clark.com/news/_home.asp).

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

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