

Market-Leading Huggies Brand Expands Into Fast-Growing Baby Bath Segment

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DALLAS, December 17, 2003 - Kimberly-Clark Corporation (NYSE: KMB) today announced it will extend its market-leading Huggies brand into the baby toiletries category with the launch of Huggies Disposable WashCloths and Huggies Baby Wash.

"Parents have long recognized that the Huggies brand helps keep babies happy," said Dudley Lehman, Group President of Infant and Child Care at Kimberly-Clark. "These new products are a perfect complement to our existing line of Huggies brand products."

Huggies Disposable WashCloths and Huggies Baby Wash will be available nationally at various retail locations by early next year.

Parents ask for convenience, flexibility at bath time

During extensive consumer testing, parents said they wanted a product to help make bathing their baby more convenient. As a result, new Huggies Disposable WashCloths are available in a version with lavender and chamomile-scented bath wash built in to give parents more flexibility when bathing their kids. It also comes in a no-soap version that can be used for bathing with Huggies Baby Wash or for playtime and mealtime cleanup. Thanks to Kimberly-Clark's proprietary coform technology -- also found in the company's market-leading Huggies Baby Wipes -- Huggies Disposable WashCloths are thick and durable like a wash cloth, yet soft enough to be used on a baby's delicate skin.

Huggies Baby Wash is available in two mild, tear-free formulations - extra gentle and lavender and chamomile.

These new products will be supported by a variety of advertising and promotional activities. To download photos of Huggies Disposable WashCloths and Huggies Baby Wash, visit the [Photo Library](#) page on www.kimberly-clark.com. Continual innovation by the Huggies brand

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The introduction of Huggies Disposable WashCloths and Huggies Baby Wash is the latest in a steady stream of innovations from the Huggies brand. Most recently, K-C introduced Huggies Disposable Changing pads and Huggies Supreme diapers with Triple Leak Barriers. Earlier this year, K-C also rolled out Huggies Convertibles diaper-pants, a first-of-a-kind product that can be put on like a pant or traditional diaper. Huggies Convertibles diaper-pants recently earned the IParenting Media 2003 Holiday Products Award as one of the best products in the baby care industry.

In addition, in 2003 K-C added Huggies Newborn Ultra-Gentle baby wipes to its market-leading Huggies baby wipes lineup in North America and expanded its rollout of Huggies Cotton-Touch baby wipes in Europe.

About Kimberly-Clark

Kimberly-Clark and its well-known brands are an indispensable part of life for people in more than 150 countries. Every day, one in four people around the world trust K-C's brands to enhance their health, hygiene and well-being -- brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend. For the second consecutive year, Kimberly-Clark has been named to Fortune magazine's list of "100 Best Companies to Work For In America." With nearly 64,000 employees worldwide, the company has received similar recognition in the U.K., Argentina, Australia, Czech Republic, Korea and Thailand. To keep up with the latest K-C news and to learn more about the company's 131-year history of innovation, visit www.kimberly-clark.com.

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