

Huggies Natural Care Extra Sensitive Wipes Receive Innovative Technology Designation From Vizient

DALLAS, Feb. 25, 2016 /PRNewswire/ -- Huggies announced its Natural Care Extra Sensitive Wipes has received Innovative Technology designation from Vizient, Inc. the largest member-owned health care company in the country. The designation was based on reviews of Natural Care Extra Sensitive Wipes by hospital experts who attended Vizient's Innovative Technology Expo in November.

"Huggies is dedicated to delivering solutions that advance newborn care, and we saw an unmet need for a baby wipe that is gentle enough to be used on premature infants' delicate skin," said Aric Melzl, director, Huggies brand, Kimberly-Clark. "Incorporating nurses' real-world experiences and more than 20 years of wipes research and development, we designed NICU-specific wipes for premature babies. We are honored Vizient has recognized our Huggies Natural Care Extra Sensitive Wipes with the Innovative Technology designation."

The annual event provides medical technology suppliers the opportunity to demonstrate their product and gain direct feedback from onsite clinical experts and health care providers on the impact their products may have on improving clinical care, safety, or benefits to an organization's care and business model.

"Vizient is committed to providing our members with leading-edge technologies that deliver new clinical and operational benefits from what is currently available in the market today," said Debbie Archer, director of procurement and leader of the Innovative Technology program for suppliers. "After reviewing Huggies Natural Care Extra Sensitive Wipes at our annual Innovative Technology Expo, the hospital experts who attended agreed the product offers unique and incremental benefit over other products available on the market today, and recommended it for the Innovative Technology designation."

Huggies Natural Care Extra Sensitive Wipes provide a gentle clean for babies' skin. The wipes, intended for hospital use, were designed in partnership with NICU nurses to gently glide across delicate newborn skin without leaving behind excessive wetness. Huggies Natural Care Extra Sensitive Wipes were created with a mild, water-based formula that is free of alcohol, fragrance and dyes.

Vizient is the new brand identity for the organizations formerly known as VHA Inc, UHC, and Novation. Since 2003, more than 2000 new and innovative products and technologies have been submitted through the Vizient Innovative Technology program. Vizient works with member-led councils and task forces to identify and review potentially innovative products. If it is determined that a product is innovative, a contract may be awarded outside of Vizient's competitive bid cycle.

To learn more about Vizient's Innovative Technology program, visit www.novationco.com/expertise/technology.

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, 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 80 countries. To keep up with the latest K-C news and to learn more about the Company's 144-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) and [Twitter](#).

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