

Huggies Brand Announces A Whole New Way To Change Diapers

New Huggies Little Movers Slip-On Diapers Slide On Easy, Simplifying Changing Time for Moms Dealing with Squirmy Babies

DALLAS, July 13, 2011 - Whether your baby's signature move on the changing table during diaper changes resembles a rolling pin, contortionist or escape artist, their twists and turns are no match for the latest diaper innovation introduced today by the Huggies Brand.

New Huggies Little Movers Slip-On Diapers, is the category's first and only disposable diaper in North America that slides on just like underwear, offering moms a simple and easy-to-use solution to defy babies' kicks, twists and contortions, so she and her baby can quickly move away from the changing station and back to playtime.

The new Huggies brand diaper includes an innovative design with stretchy sides to deliver quick changing and a close, comfy fit on the first try, while offering the trusted leakage protection moms have come to know and expect from the Huggies Brand. The easy-open sides and finger tabs also allow for simple removal and disposal.

"No doubt it is a challenge for parents to change diapers when babies are constantly twisting and turning," said Bob Thibault, President, North American Baby & Child Care Brands. "In fact, according to a recent consumer study conducted by the Huggies Brand, more than 60 percent of moms say their baby is very active and struggles to get away during a diaper change.*"

Based on the Huggies brand consumer study, and the many tales it has heard from moms throughout the years about the difficulties of changing a squirmy baby, the brand developed a first-of-its-kind diaper that slides on easy to help parents turn changing time into a quick 'catch, slip-on and release' experience.

According to Thibault, for years parents have been locked in a struggle to convince their little bundles of energy to stay still during diaper changes. Whether a little one is lying down or standing up, the stretchy sides of the new Huggies Little Movers Slip-On diapers will let a parent quickly slide the diaper on for a fast and easy change. "These diapers are made for active babies, so they remain dry during their squirmy fun," Thibault said.

Huggies Little Movers Slip-On Diapers come in three sizes, size 3 (16 - 28 lbs.) through size 5 (more than 27 lbs.), and will be available throughout North America at all major retail outlets where diapers are sold beginning in August 2011. The launch of the new Huggies Little Movers Slip-On diaper innovation will be fully supported by an integrated commercial program including advertising, digital, in-store and public relations initiatives. K-C will also introduce the new Huggies diaper innovation in several other countries beginning in August of this year.

Visit Huggies Online and Join The Conversation

Visit Huggies.com for more information on Little Movers Slip-On Diapers, as well as all Huggies brand products and promotions. Follow Huggies brand on Twitter (www.twitter.com/huggies) and connect on Facebook (www.facebook.com/huggies) to chat with other parents and find out about Huggies brand offers. And, check back this summer for squirmy baby-focused fun and giveaways.

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

*Huggies Consumer Segmentation Consumer Marketing Research #15390

<https://www.news.kimberly-clark.com/press-releases?item=125381>