



## Global Household Brand, Andrex®, Joins Forces with Bowel Cancer UK in Life-Saving Awareness Campaign

Jun 21, 2022

LONDON, June 21, 2022 – Right now, almost half of adults in the UK can't name a single symptom of bowel cancer, despite it being the fourth most common cancer\*. Andrex and Bowel Cancer UK are proud to announce a new partnership to raise life-saving awareness of bowel cancer symptoms.

To raise awareness, Andrex will be adding bowel cancer information, including where to find help on signs and symptoms of the disease, onto its packaging – a change which is taking place in its factories from July and will be visible across 29 million packs of Andrex Classic Clean from September. The ambition is to update all packaging on the full Andrex toilet roll range within the next year, over 90 million packs\*\*. This means that potentially life-saving information will be available in more than 1 in 3 UK households.

Consumers will be able to scan a printed QR code redirecting them Bowel Cancer UK's symptoms information on their website to find out more. Bowel cancer is the fourth most common cancer in the UK and the second biggest cancer killer. The signs of bowel cancer you should be aware of:

- Bleeding from your bottom and/or blood in your bowel movements
- A persistent and unexplained change in bowel habit
- Unexplained weight loss
- Extreme tiredness for no obvious reason
- A pain or lump in your tummy

The brand is committed to a long-term partnership with the charity as part of their #GetOnARoll campaign and will make an initial £65,000 donation to Bowel Cancer UK. This will contribute to the wider work of the charity to save lives and improve the quality of life of everyone affected by bowel cancer.

**Dan Howell, VP & Managing Director for the UK and Ireland at Kimberly-Clark, said:** "We're incredibly honoured to partner with Bowel Cancer UK in helping to raise awareness of the disease through our Andrex brand. Bowel cancer is the fourth most common cancer in the UK with the second highest mortality rate. Our announcement today is just the start of our work with the charity, and we're committed to making it an ongoing partnership."

**Genevieve Edwards, CEO of Bowel Cancer UK, said:** "We're thrilled to partner with Andrex to raise vital awareness of bowel cancer symptoms with people all over the country. It's the UK's fourth most common cancer, with someone diagnosed with the disease every 15 minutes in the UK."

"Bowel cancer is treatable and curable especially if diagnosed early, but 60% of people are diagnosed at later stages when it is much more difficult to treat. Part of the problem is low awareness of the red flag symptoms of bowel cancer that should prompt people to contact their GP."

"This brilliant partnership will help millions of people across the UK know what to look out for and will undoubtedly save lives."

\* <https://www.bowelcanceruk.org.uk/campaigning/getonaroll/>

\*\*The 90 million packs is the average number of packs across all core Toilet Tissue variants produced over a 12 month period by Andrex

### About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity, and an understanding of people's most essential needs, we create products that help individuals experience more of what's important to them. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, GoodNites, Intimus, Neve, Plenitud, Sweety, Softex, Viva and WypAll, hold the No. 1 or No. 2 share position in 80 countries. We use sustainable practices that support a healthy planet, build stronger communities, and ensure our business thrives for decades to come. To keep up with the latest news and to learn more about the company's 150-year history of innovation, visit [kimberly-clark.com](https://kimberly-clark.com).

### About Bowel Cancer UK

Bowel Cancer UK is the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care. For more information visit [bowelcanceruk.org.uk](https://www.bowelcanceruk.org.uk)

## **About Bowel Cancer**

Bowel cancer is the fourth most common cancer in the UK and the second biggest cancer killer, affecting both men and women. Every 15 minutes someone is diagnosed with bowel cancer. That's nearly 43,000 people every year, nearly 120 people every day.

Bowel cancer is treatable and curable especially if diagnosed early. Nearly everyone survives bowel cancer if diagnosed at the earliest stage. However, this drops significantly as the disease develops. Early diagnosis really does save lives.

### **The symptoms of bowel cancer can include:**

- Bleeding from your bottom and/or blood in your poo
- A persistent and unexplained change in bowel habit
- Unexplained weight loss
- Extreme tiredness for no obvious reason
- A pain or lump in your tummy

Most people with these symptoms don't have bowel cancer. Other health problems can cause similar symptoms. If you have one or more of these, or if things just don't feel right, see your GP.