



## /CORRECTION -- Kimberly-Clark Corporation/

Apr 2, 2026

In the news release, Goodnites® Launches "Language of Bedwetting," the First Complete Language Designed to Help Autistic Children Express Needs, Wants and Feelings Around Bedwetting, issued 02-Apr-2026 by Kimberly-Clark Corporation over PR Newswire, we are advised by the company that changes have been made. The complete, corrected release follows, with additional details at the end:

### **Goodnites® Launches "Language of Bedwetting," the First Complete Language Designed to Help Autistic Children Express Needs, Wants and Feelings Around Bedwetting**

*Developed with a licensed speech-language pathologist and the Autism Society of America, this free communication tool helps fill a gap in Augmentative and Alternative Communication (AAC) vocabulary, giving non-speaking or minimally speaking individuals the vocabulary to express themselves around a potential nightly experience.*

CHICAGO, April 2, 2026 /PRNewswire/ -- Today on World Autism Awareness Day 2026, Goodnites®, the #1 Nighttime Underwear<sup>1</sup> brand, announced the launch of the Language of Bedwetting, the first complete Augmentative and Alternative Communication (AAC) system specifically designed to help non-verbal and Autistic children express needs, wants and feelings around bedwetting. The free, downloadable resource is now available at [Goodnites.com/LanguageOfBedwetting](https://www.Goodnites.com/LanguageOfBedwetting) and was developed alongside Autism advocates, parents and communication experts.



#### **Why This Tool Was Needed: The Bedwetting Gap in Autism**

Bedwetting is common and occurs in 1 in 6 kids<sup>2</sup>, but Autistic children are more often affected by bedwetting according to a [study in the Pediatric Journal of Urology](#)<sup>3</sup>. It's a sensitive topic for anyone, but it's particularly difficult for non-verbal children to explain what happened, how they feel, or what they need next. While millions of Autistic children use AAC apps to express their needs, behaviors, and feelings, one common experience lacks the specific language: bedwetting.

AAC provides ways of communicating other than speaking. This includes tools like pictures, drawing, symbols, writing, speech-generating devices, and communication apps that help non-verbal or minimally speaking individuals express themselves. For many Autistic children for whom communication is difficult for, AAC is their voice.

Designed to integrate seamlessly into AAC apps, the Language of Bedwetting fills that gap by introducing a comprehensive symbol system of pronouns, verbs, adjectives, nouns, and phrases. The additional vocabulary system aims to transform an isolating experience into one that non-verbal children can finally express, empowering them to share what happened, how they feel, and what they need in their own words, through their own AAC app.

"Goodnites is the leading nighttime underwear brand for children, and for many Autistic children, that need often lasts longer," said Dan Jackson, Vice President & General Manager at Kimberly-Clark, Child Care. "We know confidence at night goes beyond staying dry — it's also about being understood. The Language of Bedwetting helps give Autistic children the words they've never had, while giving families and caregivers the tools to support them."

"When a child can't say what's happening, everything gets harder — for them and for the family," said Sydney Lima, MS, CCC-SLP, Licensed and Board-Certified Speech-Language Pathologist. "This new vocabulary set gives Autistic children the words

they've been missing, while giving clinicians and caregivers a consistent, evidence-informed framework to support those conversations at home, in school, and in therapy."

### Key Features of the Language of Bedwetting

- Developed with experts: Created in collaboration with the Autism Society of America and informed by Autism advocates, parents, and communication experts
- AAC compatible: Designed to work seamlessly with all AAC apps
- More than 100 new symbols: A comprehensive set of symbols spanning pronouns, verbs, adjectives, nouns, and phrases
- Caregiver-friendly: Simple, intuitive, and ready to implement at home
- Free and immediately accessible: Available for download at no cost at [Goodnites.com/LanguageOfBedwetting](https://www.goodnites.com/LanguageOfBedwetting)

### Who This Tool Is For

The Language of Bedwetting was designed for:

- Parents and primary caregivers of non-verbal or minimally verbal children who experience bedwetting
- Licensed speech-language pathologists (SLPs) seeking to expand functional AAC vocabulary for pediatric clients
- Special education teachers and ABA therapists supporting communication in school and clinical settings
- Pediatric occupational therapists working on daily living and self-care routines
- Any caregiver or clinician supporting a non-verbal or minimally verbal child through the emotional and practical dimensions of bedwetting

The development of this new vocabulary system reflects Goodnites' ongoing commitment to destigmatizing bedwetting and supporting children's emotional well-being through accessible, evidence-informed tools and education — and its alignment with the spirit of World Autism Awareness Day 2026.

The Language of Bedwetting is available to download now at [Goodnites.com/LanguageOfBedwetting](https://www.goodnites.com/LanguageOfBedwetting). Families can download a printable AAC board to display in their child's bedroom or bathroom, or upload the symbol set directly to their preferred AAC app. The new language is designed to work seamlessly with all AAC apps.

Visit [Goodnites.com/LanguageOfBedwetting](https://www.goodnites.com/LanguageOfBedwetting) to see how this project was developed alongside Autism advocates, parents, and communication experts, and how a simple set of symbols can help non-verbal and Autistic children communicate about their bedwetting.

Follow @goodnites on Instagram and Facebook, and @goodnitesbrand on TikTok for additional resources and updates.

<sup>1</sup>Youth Pant Category Share Data

<sup>2</sup>Ages 3-12

<sup>3</sup>[Study title], *The Journal of Urology*, 2015. Available at: <https://pubmed.ncbi.nlm.nih.gov/26052001/>

### About Kimberly-Clark

Kimberly-Clark (NASDAQ: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries and territories. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, Goodnites, Intimus, Plenitud, Sweetie, Softex, Viva and WypAll, hold No. 1 or No. 2 share positions in approximately 70 countries. Our company's purpose is to deliver Better Care for a Better World. We are committed to using sustainable practices designed to support a healthy planet, build strong communities, and enable our business to thrive for decades to come. To keep up with the latest news and learn more about the company's more than 150-year history of innovation, visit the [Kimberly-Clark website](https://www.kimberly-clark.com).

### About the Autism Society of America

The Autism Society's mission is to create connections, empowering everyone in the autism community with the resources needed to live fully. As the nation's oldest leading grassroots autism organization, the Autism Society and its approximately 70+ local affiliates serve over half a million members of the autism community each year, providing education, advocacy, and supports and services throughout the lifespan.

### About Sydney Lima

Sydney Lima is a licensed, board-certified Speech-Language Pathologist with more than five years of clinical and educational experience across inpatient and outpatient facilities, public schools, children's hospitals, and skilled nursing facilities. Based in Jersey City, New Jersey, she is dedicated to supporting individuals across the lifespan through evidence-based communication and swallowing interventions.

### Media Contact:

Kimberly-Clark Media Relations

[Media.Relations@kcc.com](mailto:Media.Relations@kcc.com)

**Correction:** An earlier version of this release missed including the hyperlinks of [Goodnites.com/LanguageOfBedwetting](https://www.goodnites.com/LanguageOfBedwetting).

Correction: An earlier version of this release incorrectly .



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