

Kimberly-Clark Depend Brand Packaging Gets Major Makeover

North America's No. 1 Incontinence Brand Revamped for Active Baby Boomers - - Research Points to Need for Education, Discretion

New Depend Brand Packaging Graphics Supported by Major Promotional Campaign

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DALLAS, May 9, 2005 - Kimberly-Clark Corporation announced today that it is revamping the packaging of its market-leading Depend brand absorbent products. The new packaging will make it easy for users and caregivers to quickly find the right product solutions to help manage incontinence and will appeal to aging baby boomers who need help dealing with this condition. A major integrated advertising and promotional campaign is breaking this week to alert consumers to the new package designs, which will begin appearing on retail shelves in May.

The new packaging graphics were driven by insights from Kimberly-Clark's consumers. Research found users and caregivers are often embarrassed by the process of shopping for adult incontinence products, and can be confused by the different options available on store shelves. As a result, these consumers often end up buying the wrong product, which adds to the physical and emotional burden of dealing with incontinence.

"Kimberly-Clark studies estimate that 15 to 19 million adults in the U.S. are affected by some form of incontinence, and with the aging of the baby boom generation, that number is expected to grow," said Tim Lehman, President, Kimberly-Clark Adult and Feminine Care Sector. "Finding the right product solution can add greatly to the quality of their lives, and we don't want a lack of information - or feelings of embarrassment - to become obstacles in meeting consumer's needs."

"The new Depend brand graphics reflect the feedback we've received from users and caregivers. By making the packaging more discreet, informative and appealing, it allows consumers to quickly find the right products for their needs and get in and out of the aisle quickly," said Lehman. "Moreover, we've made the packaging more modern to appeal to baby boomers who don't want to let incontinence get in the way of living a full and active life."

The redesigned Depend brand packaging features:

- An updated green background color, which is fresh, modern and inviting -- and stands out at the retail shelf;
- Simplified package graphics, with simple descriptive statements that make it easy for users and caregivers to select the right product the first time;
- Lifestyle images of baby boomers engaged in active pursuits, reinforcing the positioning of Depend as a brand that helps people fully participate in life;
- An information band added to the front of the package, which concentrates key decision-making information such as absorbency, size, product appearance and package count in one place;
- An easy-to-read product selection guide added to the back panel to further help consumers find the right product for their needs.

In addition, two products have been renamed to more clearly describe their benefits. Depend brand Undergarments have been renamed Depend Belted Shields, and Depend brand Refastenable Underwear have been renamed Depend Adjustable Underwear.

"Kimberly-Clark pioneered the retail incontinence market more than 20 years ago, and this latest packaging makeover, backed by an integrated promotional campaign, will provide a real boost to the category," said Lehman.

Kimberly-Clark is earmarking a significant portion of its Depend brand advertising and promotion budget for 2005 against a 360-degree marketing campaign to educate consumers about the packaging changes and product benefits.

The campaign includes pre-launch on-package communications, dedicated advertising and retailer promotions. These efforts will be supplemented with in-store promotional vehicles such as floor graphics, shelf signage and displays to alert current consumers about the upcoming graphics change. In addition, the Depend brand has redesigned its "Caring Connections" and

"Depend Connections" consumer education websites to make it easy for caregivers and users to find online information and support in caring for those with incontinence. The websites feature articles, expert answers and a supportive community of caregivers and users. The updated websites can be found at <http://caregiver.depend.com/> and <http://incontinence.depend.com/> respectively.

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