



Kleenex® Expressions® Oval Puts Style at the Forefront

Top U.S. Facial Tissue Brand Launches 9 Fashion-Forward Designs in Oval Carton



[Kleenex® Expressions® Oval](#)

Neenah, Wis., Nov. 1, 2006 – Fashion and style lead the charge with the launch of Kleenex® Expressions® Oval, a new collection of Kleenex® Expressions® facial tissue available in the brand's unique oval carton. These new oval cartons are available in nine stylish patterns that reflect emerging trends in interior design.

The new collection makes style a key consideration for tissue-buying consumers.

The unexpected approach to tissue package design takes advantage of the trend forecasting and color theory that top interior and fashion designers use to guide the development of unique styles for their home collections.

"Like many of today's popular home items, style is at the forefront of the new Kleenex® Expressions® Oval design," explains John Stanwood, Kleenex® brand marketing. "Consumers are telling us the Expressions® Oval packages have high aesthetic appeal, and provide them an unprecedented wow factor in the facial tissue category."

Designing tissue packages that inspire or complement a home décor is just the kind of innovation that consumers count on from the Kleenex® brand. The approach addresses the growing consumer demand for everyday style. Increasingly, more traditional products that were once hidden in the cupboard or closet—such as toasters, tea pots, coffee makers and room sprays—are designed to play a role in a room's overall décor. Expressions® Oval Tissue represents Kleenex® brand's response to this trend.

All do-it-yourself home decorators – traditional and eclectic alike – will find inspiration with Expressions® Oval Tissue as they select the design and color palette that best reflects their sense of style.

"Kleenex® was the first facial-tissue brand to market a designer series in 1995 and we are thrilled to stay ahead of that curve with Expressions® Oval," said Stanwood. "The Kleenex® brand has a rich history of innovation in the facial tissue category, from pop-up dispensing to Anti-Viral* Facial Tissue, the Kleenex® brand has led the way."

The new Kleenex® Expressions® Oval tissues will be available nationwide on major retailers' shelves this cold and flu season, at a suggested retail price of \$2.29-\$2.49 each. For more information, visit www.ournewoval.com.

About Kleenex® Facial Tissue

The world's first and America's best-selling facial tissue, the Kleenex® brand is recognized by families in more than 150 countries. Invented in 1924, Kleenex® tissues were initially marketed as a sanitary way to remove cold cream and makeup. Once advertising was shifted to emphasize the product's use as a disposable handkerchief, however, sales soared. Always the innovative leader, Kleenex® brand facial tissue has met the needs of consumers for more than 80 years with products that provide the comforting, reassuring touch to make things better.

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's 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 134-year history of innovation, visit www.kimberly-clark.com.

*See product for anti-viral details