



KIMBERLY-CLARK CREATED THE FEMININE CARE CATEGORY WITH THE LAUNCH OF THE KOTEX® BRAND ALMOST 100 YEARS AGO. TODAY, THE BRAND EXISTS UNDER THE U BY KOTEX® NAME AND OFFERS A FULL LINE OF UNIQUE, COLORFUL AND BOLD FEMININE CARE PADS, PANTILINERS AND TAMPONS FOR EVERY WOMAN'S PERIOD NEEDS.

U BY KOTEX® FITNESS* OVERVIEW

The U by Kotex brand remains focused on continuously improving product innovation to help create a better feminine care experience overall. The brand is excited to expand that mission with its latest innovation, NEW U by Kotex® Fitness*, designed to help ensure that a woman's period never gets in the way of her fitness.

OUR AMBASSADOR



Jessamyn Stanley will be leading the launch of the U by Kotex® Fitness* line. Jessamyn is a yoga teacher, body positive advocate, and writer based in Durham, North Carolina.

U by Kotex® also solicits information and advice from a variety of trusted resources, including health experts, parents and peers. Visit UbyKotex.com to learn more.

FOR MEDIA INQUIRIES:

Caiti Bieberich
Ketchum
caiti.bieberich@ketchum.com
312-228-6958

+ NOTE: This information is under embargo until May 2017.

Trademark of Kimberly-Clark Worldwide, Inc. © KCWW



NEW! LAUNCHING
IN MAY*

U BY KOTEX® FITNESS* TAMPONS WITH FITPAK*

Protect your protection with NEW U by Kotex® Fitness* Tampons with FitPak*. Durable, compact, and discreet, FitPak* is designed to keep your tampons ready for use, wherever you stash them.



U BY KOTEX® FITNESS* LINERS

NEW U by Kotex® Fitness* Liners deliver comfortable protection for bodies in motion. That's because only U by Kotex® Fitness* Liners have DualFlex Zones* that move with you to keep protection where you need it.



U BY KOTEX® FITNESS* ULTRA THIN PADS

Shaped to fit and flex with your body, NEW U by Kotex® Fitness* Ultra Thin Pads are designed to stay in place* so you don't have to.



LET'S CONNECT

@ubykotex

