

## **DEPEND® Underwear for Men and DEPEND® Underwear for Women in Colors and Prints**

### **Questions & Answers**

#### **What is the new product that Kimberly-Clark will be launching?**

Kimberly-Clark, the global leader in the adult incontinence product category, has announced that it will be offering its DEPEND® Underwear for Men and DEPEND® Underwear for Women in a six-count variety pack, which will now feature colors and prints.

The best protection from DEPEND® Underwear now comes in designs, colors and packaging that look just like real underwear and are specially designed to fit the unique contours of male's and female's bodies.

#### **What is new about this absorbent product vs. current product offerings?**

DEPEND® Underwear for Men and DEPEND® Underwear for Women in Colors and Prints have the same engineering as the traditional underwear, giving users the comfort and superior fit as well as the protection they have come to expect from the DEPEND® brand.

In addition, consumers will now have the option of purchasing a product that looks more like traditional underwear, starting with the underwear-like package, and including aesthetic improvements like a finished waistband and colors and prints that create a distinctly masculine or feminine feel.

#### **Why is the DEPEND® brand extending its underwear line with colors and prints?**

Unfortunately, for many, DEPEND® Underwear and incontinence products in general, carry a certain stigma. Through extensive consumer research, we learned that those managing incontinence are looking for a product that is more like real underwear – one that helps them feel more normal and self-confident.

After last year's successful launch of gender-specific adult absorbent underwear, we felt that we created a product that satisfied the distinctly different physical needs of both male and female consumers, but we knew an opportunity existed to make the product more aesthetically pleasing.

#### **When will colors and prints be available in stores?**

DEPEND® Underwear for Men and DEPEND® Underwear for Women in Colors and Prints will be available in retail stores nationwide in April 2010.

#### **What is the suggested retail price of DEPEND® Underwear in Colors and Prints?**

The suggested retail price of this new line is \$5.99 to \$6.99; however, pricing is at the sole discretion of the retailer; therefore, pricing may fluctuate slightly.

### **How does this pricing compare to other DEPEND® products?**

While retail pricing is at the sole discretion of the retailer, DEPEND® Underwear for Men and Underwear for Women in Prints and Colors is positioned to be a premium in the category with retail prices estimated at approximately 50 percent more per garment, when compared to traditional DEPEND® Underwear.

Consumer research has shown that there's a sizable portion of the incontinence category that are looking for a more underwear-like solution and are willing to pay a premium for a product that delivers this experience.

### **How will the new product line enable those managing incontinence to experience an improved quality of life?**

Extensive qualitative research has shown that consumers are seeking a more underwear-like product. That said, for the first time in more than two decades, consumers who use incontinence products and desire normalcy have an alternative to the standard, institutional products commonly associated with the condition.

With the U.S. population continuing to age, the DEPEND® brand is attempting to stay ahead of the game when it comes to creating products that better meet the needs of this growing segment.

The ultimate goal is that our new premium line of DEPEND® Underwear in Colors and Prints will help reshape the incontinence category, making every aspect of a consumer's experience – from shopping to product usage – less of an emotional burden and more normal.

To that end, the line debuts new packaging that is distinctly different from the traditional packaging found within the category. A transparent product window showcases the prints and colors, creating a discreet product that resembles a multi-pack of traditional underwear normally found in the intimates section.

These enhancements to the overall look and feel of the product packaging help alleviate some of the anxiety associated with the condition by allowing consumers to pull the product from store shelves and place it discreetly in their shopping cart or basket just as they would with traditional underwear.

### **What different absorbencies, sizes and quantities are offered with DEPEND® Underwear for Men and DEPEND® Underwear for Women in Colors and Prints?**

Similar to the mainline DEPEND® Underwear for Men and DEPEND® Underwear for Women, the variety pack offering will follow the same size designations consumers are accustomed to, just in smaller quantities – six pairs per pack.

Male users will have the option of Small/Medium and Large/Extra Large in Super Plus absorbency, with female users having the option of Small/Medium and Large in the Extra absorbency.

### **What new colors and prints are offered in the DEPEND® Underwear for Men and DEPEND® Underwear for Women variety pack?**

Each six-count package of DEPEND® Underwear for Men in Colors and Prints will feature two pairs of solid grey underwear and four pairs of varying striped underwear.

Each six-count package of DEPEND® Underwear for Women in colors and prints will feature two pairs of solid lavender underwear, two pairs of floral lavender underwear and two pairs of beige underwear.

**Will the new colors and prints offering replace the current white product on retail store shelves?**

No. The colors and prints products are a super premium line extension being offered in addition to the current DEPEND® Underwear for Men and DEPEND® Underwear for Women products. Consumers will still be able to purchase the traditional DEPEND® Underwear commonly used for everyday protection. However, now, for a premium price, men and women have the option to augment their wardrobe by upgrading to colors and prints that look and feel more like real underwear.

**Will this product require more space on store shelves? Where and how will it be displayed?**

While the introduction of DEPEND® Underwear in Colors and Prints creates an additional SKU, retailers are recognizing the value of this category and this growing segment of the population, and are partnering with us in this innovative launch.

**Based on your product testing, what has been consumer and customer reaction?**

During product focus groups, consumers have told us that designs and colors look and fit like real underwear, and would be a great option for those who travel often.

From a consumer perspective, comprehensive testing of the new line extension indicated a unanimous desire from consumers for every aspect of the experience – from shopping to product usage – to be more like that of real underwear. In fact, at the suggested retail price point, a resounding 81 percent of respondents would “probably or definitely buy” the product.<sup>1</sup>

As for our retailers, they are excited about the impact that this innovation could have on category growth and are eager to integrate DEPEND® Underwear for Men and DEPEND® Underwear for Women in Colors and Prints into their current product offerings.

**Are the new DEPEND® Underwear for Men and DEPEND® Underwear for Women in Colors and Prints better than other DEPEND® products?**

No. All DEPEND® brand products offer trusted protection and superior performance to those living with incontinence. The new colors and prints product offers the same quality and protection consumers have come to expect from the DEPEND® brand – the best protection on the market. The product style consumers select is simply a matter of user or caregiver preference.

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<sup>1</sup> DEPEND® Brand Internet Study 2009

### **What changes have been made to the packaging?**

The new packaging resembles regular underwear, with a transparent product window and more subtle DEPEND® branding. The color scheme features a significant departure from the traditional packaging that has become synonymous with the adult absorbent products category to include a more feminine-colored look for women and a masculine-colored look for men, reflecting the individual preferences of both genders.

### **How many adults suffer from incontinence?**

Approximately 5 million adults in the United States are currently experiencing heavy-end incontinence.

Source: Nielsen Household Panel and internal K-C estimates

### **What is the size of the adult incontinence category? What has been its growth rate?**

We estimate that the North American adult incontinence category (both heavy-end and light-end) is approximately \$1.3 billion (all outlets), and has been growing by mid-single digits for the last several years, and is expected to continue growing.

### **What impact, if any, do you anticipate the new product line having on K-C and the DEPEND® brand?**

As a general policy, we do not provide sales projections of new products. However, we believe the addition of colors and prints to our market-leading DEPEND® Underwear for Men and DEPEND® Underwear for Women product line underscores our commitment to helping consumers managing incontinence maintain a healthy and active lifestyle. We feel this product innovation will strongly resonate with consumers, initiate trial and lead to additional purchase consideration.

### **Do you expect the new product line to impact sales of existing DEPEND® brand products?**

It is likely that some current users of DEPEND® brand products, and/or their caregivers, will choose to adopt the new color and prints offering as their absorbent solution of choice. We will continue to encourage our retail customers to carry our full assortment of DEPEND® brand product offerings to maximize the growth potential in the category as well as provide consumers with a breadth of options.

### **Can you buy the new products on DEPEND.com?**

Kimberly-Clark does not sell direct-to-consumer on its Web site. However, consumers will be able to find DEPEND® Underwear for Men and DEPEND® Underwear for Women in Colors and Prints at many online retailers and retail stores in their area.

**Where can people find more information about these new products?**

For more information on DEPEND® Underwear in Colors and Prints as well as all DEPEND® products, consumers can visit [www.Depend.com](http://www.Depend.com) or call our customer service line at 1-800-558-6423. The Web site also features extensive information about incontinence, its various causes and how consumers can deal with this medical condition. Consumers can also interact with others in the DEPEND® community as well as share their experiences as users and caregivers.