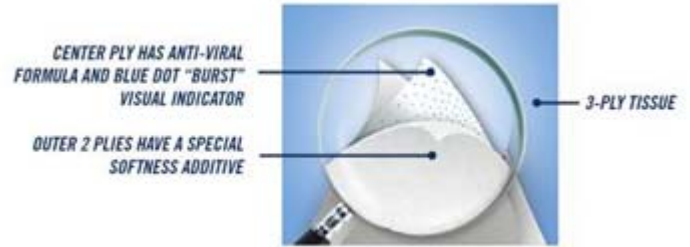


The power to kill viruses

By Alicia Rose Bell, Contributing Writer

Americans suffer one billion colds a year, according to the Centers for Disease Control and Prevention. Now consumers have a new defense against cold and flu viruses.

Last month, Kimberly-Clark announced its latest tissue innovation, KLEENEX® Brand Anti-Viral* Tissue. The new tissue features a specially formulated middle layer that traps and kills 99.9 percent of cold and flu viruses*. Upright cube and family-size packages will hit retail stores throughout the United States in early October 2004 – just in time for cold and flu season.



The new KLEENEX® Brand Anti-Viral* Tissue features a moisture-activated middle layer that kills 99.9% of cold and flu viruses in minutes.

"We continually seek ways to add value to the KLEENEX family of products," says [Nicole Champine](#), associate brand manager for KLEENEX. "And a virus-fighting disposable tissue makes a lot of good sense to consumers. It's easy to understand the benefits of this tool designed to help fight cold and flu viruses."

Market demand

The product concept for an anti-viral tissue has been in development for several years, and consumer interest has been validated by extensive research. According to Champine, anti-viral tissue has consistently been "one of the highest-scoring facial tissue concepts" ever tested.

Ninety percent of consumers surveyed said they would be interested in buying the product and would recommend it to others.

"The timing is right for a product like KLEENEX Anti-Viral," says [Bill Greisch](#), leader of Product and Technology Development. "We see a lot of products being oriented toward other sources of germs and bacteria, and this tissue is unique since there is no other anti-viral tissue product targeted at killing cold and flu viruses. It is a practical means of addressing the needs of an increasingly germ-conscious consumer."



"KLEENEX Anti-Viral is a practical means of addressing the needs of an increasingly germ-conscious consumer," says Bill Greisch, process and technical development leader.

Proven construction

According to Greisch, the KLEENEX Anti-Viral Tissue development team built upon existing three-ply technology and added an anti-viral formulation to the middle layer.

Greisch and his team conducted tests and trials to determine the exact chemistry for a viral-fighting product. In the end, a three-ply tissue was created that includes two soft outer plies, plus a moisture-activated middle layer. The inner ply features a blue-dot pattern, which was added to help reinforce to consumers that this is not just your average tissue.

In production, the inner ply is treated with a virucide formula that includes citric acid and sodium lauryl sulfate, both common ingredients found in everyday consumer products from soft drinks to shampoos. The formulation has been patented, and extensive safety testing shows the product is non-irritating under normal use circumstances.



KLEENEX® Brand Anti-Viral* Tissue, the latest innovation from the KLEENEX family, will hit retail shelves in early October.

Virus-killing power

Product development for the KLEENEX Anti-Viral Tissue included detailed testing that measured how well and how quickly the middle layer captures and kills viruses. The tissue proved effective on five of the most common cold and flu viruses.

In seconds, the moisture-activated formula goes to work on five viruses, including Rhinoviruses Type 1A and 2 (the leading causes of the common cold), Influenza A and Influenza B (viruses that cause what is commonly referred to as the flu), and Respiratory Syncytial Virus (the leading cause of lower respiratory infection in children).

The new tissue demonstrates the ability to begin working immediately and ultimately kills most cold and flu viruses in the tissue within 15 minutes.

Hygiene protection

Winkler G. Weinberg, M.D., a leading expert on infectious diseases, says the KLEENEX Anti-Viral Tissue is an excellent tool for battling cold and flu viruses.

"Most consumers don't realize that colds and the flu traditionally spread in different ways," says Weinberg. "Cold viruses are generally transferred through the hands when we touch something or someone infected with these germs and then touch our mouth, nose and eyes. Flu viruses, however, are usually transmitted through droplets coughed or sneezed into the air."

KLEENEX Anti-Viral Tissue is a clear demonstration of K-C's commitment to providing the tools that help consumers protect their families and maintain good health and hygiene practices.

"KLEENEX Facial Tissue is the No. 1 brand. And this new product further solidifies our position as an unmistakable industry leader," Greisch says.

*Kills Rhinoviruses Type 1A and 2, Influenza A and Influenza B, and Respiratory Syncytial Virus in the tissue in 15 minutes.



"We continually seek ways to add value to the KLEENEX family of products," says Nicole Champine, associate brand manager for KLEENEX.

[!\[\]\(9c2e8d1b5bd77cb5c9f83b7a9cff79fd_img.jpg\) **Cold and flu facts**](#)

[!\[\]\(e3275251d0893157c3584e20c81dc3ba_img.jpg\) **Healthy hygiene habits?**](#)

[!\[\]\(f60b7a900783ac3fd531bfd9c111be6d_img.jpg\) **KLEENEX® brand's continuing innovation**](#)

Cold and flu facts

By Alicia Rose Bell, Contributing Writer

Every year, consumers everywhere miss work, lose sleep and feel altogether miserable due to colds. Many even contract the flu, a nasty virus that sweeps the United States and other parts of the world in the fall and early spring.

So, just how bad is the impact of cold and flu viruses? The following facts from the Centers for Disease Control and Prevention may surprise you.

- Americans suffer one billion colds in an average year.
- Students miss 22 million school days each year due to colds.
- Small children get between six and eight colds each year.
- School-age children get three to four colds per year.
- Parents get two to three colds every year.
- Other adults get at least one to two colds each year.
- Students miss 38 million school days as a result of influenza.
- 114,000 Americans are hospitalized due to complications from influenza.
- Each year, 36,000 deaths occur from complications with influenza.
- Parents miss 126 million days of work a year to stay home to care for sick children or themselves.
- These missed workdays result in an annual loss of \$20 billion to the economy.



Experts say covering your mouth and nose with a disposable tissue is the best protection against the spread of cold and flu viruses.

How can you protect yourself and your household? Experts stress proper respiratory hygiene, which includes covering your mouth with a tissue when you sneeze or cough. And K-C's new KLEENEX® Brand Anti-Viral* Tissue, available this fall, provides an extra level of protection by killing 99.9 percent of cold and flu viruses*.

*Kills Rhinoviruses Type 1A and 2, Influenza A and Influenza B, and Respiratory Syncytial Virus in the tissue in 15 minutes.

Healthy hygiene habits?

By Alicia Rose Bell, Contributing Writer

How well do we contain our germs? According to a new KLEENEX®-sponsored research study, most Americans fail to keep germs to themselves despite self-proclaimed healthy hygiene habits.

Conducted by Wirthlin Worldwide at the peak of the 2004 cold season, the study observed and recorded sneeze and cough behavior of individuals in shopping malls in five major U.S. metropolitan areas, including Atlanta, Chicago, Dallas, Philadelphia and Seattle.

Practicing cold etiquette

The Centers for Disease Control and Prevention stress that the use of a disposable tissue is the best method for germ containment when covering a cough or sneeze. As part of Wirthlin Worldwide's study, more than 1,000 adults were asked how they handle a cough or sneeze, and 95 percent said they do everything possible to prevent spreading their germs. But the shopping mall study's results showed a far different reality. Nearly 23 percent used no barrier method, and just 17 percent used a disposable tissue.

Age and gender differences

The study also revealed distinct behavioral differences between genders. Only 22 percent of men surveyed claim to use a disposable tissue to contain their cough or sneeze. But 39 percent of women will reach for a tissue when they sneeze or cough. In addition, older Americans appear to be more hygiene conscious, with 45 percent of those age 55 or older using a disposable tissue when they cough or sneeze.

Preventing viruses

Winkler G. Weinberg, M.D., author of "No Germs Allowed, How to Avoid Infectious Diseases at Home or On the Road," says covering your cough or sneeze with a disposable tissue is the "first line of defense" for preventing the spread of colds and the flu.

"Most infectious diseases are preventable," says Weinberg. "But covering your mouth with your bare hand when you cough or sneeze won't cut it."

Weinberg says rhinoviruses, often referred to as the common cold, spread through the hands, with the potential for contaminating ordinary surfaces. When these contaminated surfaces are touched by another person, that person will likely infect themselves automatically by touching their eyes or nose.

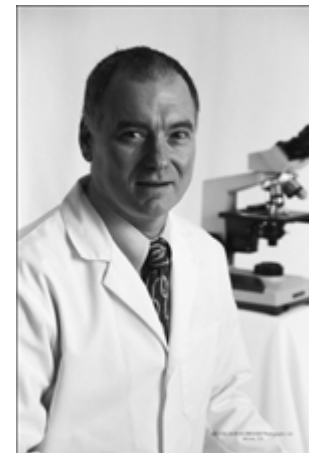
A new defense

With the introduction of KLEENEX Brand Anti-Viral* Tissue, consumers have a new tool in their fight to stop the spread of cold and flu viruses. Available in retail stores this October, the new tissue features a virus-fighting inner layer that kills 99.9 percent of cold and flu viruses within 15 minutes.

Weinberg believes that the introduction of K-C's virus-fighting tissue will get more people thinking about the importance of respiratory hygiene. As a result, he anticipates that use of disposable tissues will increase as informed consumers become more faithful in practicing proper respiratory hygiene.

"By increasing awareness, we're going to improve the situation," Weinberg says.

*Kills Rhinoviruses Type 1A and 2, Influenza A and Influenza B, and Respiratory Syncytial Virus in the tissue in 15 minutes.



Dr. Winkler G. Weinberg says the new KLEENEX Anti-Viral tissue product may help spark a national campaign for better respiratory hygiene.

KLEENEX® brand's continuing innovation

By Alicia Rose Bell, Contributing Writer

From Pop-Ups to Pocket Packs, KLEENEX® brand is a household name for quality family care products.

The leading Kimberly-Clark brand introduced the first-ever facial tissue on June 12, 1924. Originally marketed as a "sanitary way to remove cold cream," the product soon became popular as a disposable handkerchief.

A long list of product innovations – from practical packaging to optimized personal care – was introduced in the decades to come. In the war-torn 1940s, the same materials used to manufacture KLEENEX tissue were used by field doctors and nurses as a sterile dressing. Beloved war icon 'Little Lulu' became a KLEENEX tissue "spokesperson," used to demonstrate the many practical uses of the product in promotional advertisements – including a giant billboard in Times Square.

Today, products like KLEENEX Facial Tissue With Lotion and KLEENEX Facial Tissue With Menthol deliver comfort for consumers with colds or allergies. And KLEENEX EXPRESSIONS® Facial Tissue provides designer packaging to suit individual consumer tastes, while Pocket Pack Tissue and BUNDLE PACKS® offer added consumer convenience.

The No. 1 facial tissue brand continues to lead the market and add maximum value for consumers.

The latest KLEENEX innovation will hit retail stores this fall. The new, three-ply KLEENEX Anti-Viral tissue has the unprecedented power to kill 99.9 percent of cold and flu viruses* in the tissue within 15 minutes.

Visit www.kleenex.com to learn more fun facts about the history of the popular KLEENEX brand.

*Kills Rhinoviruses Type 1A and 2, Influenza A and Influenza B, and Respiratory Syncytial Virus in the tissue in 15 minutes.



KLEENEX® tissue debuted in 1924 as the first-ever facial tissue. It was originally touted as a great way to remove cold cream.



Cartoon character and war-effort icon 'Little Lulu' became a "spokesperson" for the KLEENEX brand in the late 1940s.