



Intimus and Kotex Brands Win LATAM Effie for Breaking Period Stigmas with 'Let's Move On' Campaign

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SÃO PAULO, Oct. 8, 2018 /PRNewswire/ -- Kimberly-Clark continues to break stigmas and barriers for its consumers through innovative campaigns like 'Let's Move On' – a recent Gold Effie Award-winning campaign led by Intimus® and KOTEX® in Latin America designed to challenge society's negative perceptions of periods.

"Women achieve great things every day whether they have their period or not. Periods, nor the perception of them, should not get in women's way of progress," said Juanita Pelaez Zambrano, the developer of the 'Let's Move On' campaign for Kimberly-Clark in Latin America. "This was more than a campaign, it was a movement to help break stigmas. To be recognized with an Effie is humbling and inspiring and fuels our commitment to keep pushing society's boundaries and perceptions of women and periods."

As leading feminine care brands that champion women's progress, the Intimus and KOTEX brands continue to take steps to innovate our products to meet the needs of modern women while breaking period taboos. This year, Intimus and KOTEX introduced #SheCan – an evolution of the campaign to continue to push for progress.

"Periods are part of being a woman. They do not define who we are or prevent us from achieving what we want in life," said Samia Chehab, Kimberly-Clark General Manager of Adult and Feminine Care in Latin America. "As a market leader, KOTEX has an obligation to shine a light on those stereotypes that shouldn't be alive anymore in today's society. It's our role to make it easier for future generations of women."

About Intimus® and KOTEX®

Kimberly-Clark created the feminine care category with the launch of the Kotex brand 100 years ago. Now, the Intimus and Kotex brands offer a full line of feminine care pads, liners and tampons, and continue to push category boundaries. Our history has been marked by our efforts to encourage a conversation around periods and remove the barriers society may attempt to place on women because they menstruate. By providing outstanding protection and unique design, the brand brings women a better feminine care experience overall.

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity, and an understanding of people's most essential needs, we create products that help individuals experience more of what's important to them. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, GoodNites, Intimus, Neve, Plenitud, Viva and WypAll, hold the No. 1 or No. 2 share position in 80 countries. We use sustainable practices that support a healthy planet, build stronger communities, and ensure our business thrives for decades to come. To keep up with the latest news and to learn more about the company's 146-year history of innovation, visit kimberly-clark.com or follow us on [Facebook](#) or [Twitter](#).

About Effie Worldwide

Effie Worldwide is a 501 (c)(3) nonprofit organization that champions the practice and practitioners of marketing effectiveness. Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. Since 1968, the Effie Awards have become known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Today, Effie celebrates effectiveness worldwide with over 50 global, regional and national programs across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the Effie Index, ranking the most effective companies and brands globally and the Effie Case Database. For more details, visit effie.org. Follow [@effieawards](#) on Twitter for updates on Effie information, programs and news.

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