



## Depend® Brand Introduces NEW Silhouette® Classic Underwear

June 17, 2020

**Depend users at the core of supporting The Only Thing Stronger Than Us, Is You™ marketing campaign and product enhancements, including expanded sizing**

NEENAH, Wis., June 17, 2020 /PRNewswire/ -- The [Depend®](#) brand is excited to unveil a new look and feel for its Silhouette and Real Fit lines, inspired entirely by the strength of its consumers. The new products, now available at retailers nationwide, will be supported by [The Only Thing Stronger Than Us Is You](#) marketing campaign that aims to celebrate people managing incontinence.

Specific product improvements to Depend Silhouette Underwear for Women include:

- Advanced Shapewear Technology to offer the smoothest and softest fabric from Depend to-date
- Two color collections, including Classics featuring black and pink, and Expressions featuring lavender, berry and teal
- Expanded size range to offer small through extra-large

While the Depend Real Fit Briefs for Men line has been updated to feature:

- The softest, smoothest fabric from Depend to-date
- Availability in two colors – grey and black – across two sizes – small/medium and large/extra-large

"Kimberly-Clark and the Depend brand are committed to breaking category stigmas and providing people with continuously innovative products that allow them to live active, fulfilling lives," explained Lauren Kren, Senior Brand Manager for Depend brand. "While over 65 million Americans experience some type of bladder leakage, many are not using the correct products to help manage symptoms due to stigma or embarrassment. We're excited about the potential of these product improvements and The Only Thing Stronger Than Us Is You program to reduce these barriers and ultimately provide better solutions for our customers."

The supporting integrated marketing creative was inspired by and intended to celebrate the strength of Depend consumers. Depend understands that people are managing incontinence among many other aspects of life, and rely on the trusted protection of Depend products to keep up with daily life.

For more information and to learn about other Depend brand incontinence products, please visit [www.Depend.com](http://www.Depend.com).

### **About the Depend Brand**

Launched in 1984 by Kimberly-Clark Corporation, the Depend brand is the market leader in the adult incontinence category in North America. Over the years, the Depend brand has evolved with its consumers to provide the exceptional protection and lend them the confidence they need to lead normal, active lives. For more information or to request a product sample, visit [www.Depend.com](http://www.Depend.com).

### **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 148-year history of innovation, visit [Kimberly-Clark.com](http://Kimberly-Clark.com) or follow us on [Facebook](#), [Twitter](#) or [Instagram](#).

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