



## Poise® Brand Donating Up To \$1 Million in Product as Part of First-Ever Tell-A-Thons Shattering Postpartum Stigmas

December 7, 2021

### One by Poise® Tell-A-Thon Social Series Creates Forum for Women to Get Real About Bladder Leakage and Other Body Changes to Support One Another - and Charity

CHICAGO, Dec. 7, 2021 /PRNewswire/ -- [Poise® Brand](#), the number one brand and category leader dedicated to bladder leakage solutions, is donating two boxes of [One by Poise®](#) to charities serving women in need for every comment shared during its first-ever Tell-A-Thon series this December.<sup>†</sup> In addition to supporting charitable organizations, including [New Moms](#) and [Women in Need \(WIN\)](#) with up to \$1 Million in product, the [One by Poise®](#) Tell-A-Thons create a forum for women to share what they wish they had been told about the journey of motherhood and postpartum body changes.

The inspiration to host information-sharing Tell-A-Thons came from recent Poise® consumer survey insights that found:

- **Surprise!** Seven out of ten of women were surprised when they first experienced a bladder leak. More than 11 million of these women are defaulting to feminine care products that aren't designed to provide clean, dry, and fresh protection for both periods and bladder leaks.
- **Breaking Stigmas:** A staggering 89 percent reported they feel like what happens after birth isn't discussed enough and 85 percent wish there was more information about what to expect. The lack of sharing leads to a two-in-one problem: it contributes to stigmas surrounding women's bodies and prevents women from discovering the right solutions.
- **Mark of Motherhood:** 82 percent of respondents said they first experienced a bladder leak while pregnant or after giving birth.<sup>1</sup> More than one-third of women who experience bladder leaks said they have avoided an event due to shame or fear of bladder leaks.

The brand is partnering on the Tell-A-Thons with three influential mom-authorities including ["Baby Sideburns"](#) Karen Alpert, ["That Chick Angel"](#) Angel Laketa Moore, and ["Raffinee"](#) Raffinee Esquivel to help drive the One by Poise® charitable donation through candid and honest participant comments. Together with these social influencers, Poise® is empowering women to find the solutions that help them live their fullest lives.

There is still time to participate! ["Raffinee"](#) is hosting a Tell-A-Thon on December 13 at 12 noon ET on Instagram Live. ["Baby Sideburns"](#) Facebook Tell-A-Thon recording is available [here](#) and ["That Chick Angel's"](#) Instagram Tell-A-Thon can be viewed [here](#).

One by Poise®, a uniquely designed 2-in-1 pad and liner that offers protection for both period weeks and bladder leaks, can be found in the feminine care aisle. One by Poise® is 10x drier\* than the leading period pad so women can feel fresh and worry-free every day of the month.

For more information, please visit [Poise.com](#).

*† One by Poise® shall donate two boxes of product for every comment on participating influencer post.*

*\*For bladder leaks*

<sup>1</sup> These findings are derived from an online survey of a nationally representative sample of 1,173 women 25+, including an additional over-sample of 200 new moms, that was fielded between February 1 and February 8, 2021, at 95% confidence with a margin of error of +/-3%.

#### 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, Sweety, Softex, 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 nearly 150-year history of innovation, visit [kimberly-clark.com](#).



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