



## Pull-Ups® Debuts Learning Layer™ Technology to Help Kids Learn Wet From Dry During Potty Training and Help Build Confidence

Jun 8, 2026

***Pull-Ups®' new Learning Layer™ technology helps kids notice wetness in the moment, supporting independence and helping to build confidence in their potty training routines.***

TORONTO--(BUSINESS WIRE)--Jun. 8, 2026-- Pull-Ups®, a Kimberly-Clark brand, has introduced Learning Layer™ technology in Canada, addressing a common challenge in potty training: recognizing the difference between wet and dry. The training pant innovation is designed to help kids notice wetness during potty training while supporting independence and confidence during this key developmental milestone.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260608037567/en/>



### How Pull-Ups® Learning Layer™ Technology Works

Pull-Ups® Learning Layer™

According to Kimberly-Clark, the new Pull-Ups® Learning Layer™

technology is aimed at helping kids notice when they're wet so that accidents can help reinforce potty training awareness and routines over time. When accidents happen, fluid is held for a bit in the Learning Layer™ technology and is designed to give the child time to recognize the feeling of wetness before it's absorbed. The Pull-Ups® Learning Layer™ technology is built to support them in the next phase of their development.

By briefly allowing children to feel wetness before absorption, the Learning Layer™ technology helps children:

- Notice wetness
- Learn the difference between wet and dry
- Build awareness and independence

### ***Executive Commentary: Product Innovation and Design***

"At Kimberly-Clark, we're constantly looking for ways to better support parents through everyday moments that matter most," says Todd Fisher, General Manager, Kimberly-Clark Canada. "Innovations like the new Pull-Ups® Learning Layer™ technology reflect how our teams listen, learn and design with families in mind. By helping make the difference between wet and dry noticeable, we're not just introducing a new feature, we're helping turn a stressful moment for family into a meaningful experience for both parents and children."

"Potty training is one of those key developmental milestones parents often don't think about until they're in it. When they are, it can feel overwhelming," says Tanya Willer, Vice President, Marketing & Sales Strategy, Kimberly-Clark Canada. "The Pull-Ups® Learning Layer™ technology is designed to help children potty training recognize the difference between wet and dry. It can help Big Kids build a routine and become more confident, turning a challenging milestone into a manageable experience for families."

### **Product Features and Supporting Benefits**

In addition to the new Learning Layer™ technology, Pull-Ups® continues to deliver the training pant features families know and love. Pull-Ups® training pants remain the only national leading training pant brand with re-fastenable sides for easy changes, with targeted absorption zone where boys or girls need it most. They are also dermatologist tested and safe for sensitive skin.

### **Availability: Where to find Pull-Ups®**

Pull-Ups® with Learning Layer™ technology is available now at retailers nationwide, including Loblaw banners like Shoppers Drug Mart and Real Canadian Superstore, Walmart, Amazon and more.

To learn more about Pull-Ups® Learning Layer™ technology and access potty training resources and tips for both Big Kid and family, visit [pull-ups.com](https://pull-ups.com) or follow us on [@GrowWithHuggies](https://twitter.com/GrowWithHuggies).

### **About Kimberly-Clark**

Kimberly-Clark Canada (NASDAQ: [KMB](#)) and its trusted brands are an indispensable part of life for people in more than 175 countries and territories. Our portfolio of brands include Huggies, Scott, Kotex, Cottonelle, Poise, Depend, Pull-Ups, Goodnites, Viva. Our company's purpose is to deliver Better Care for a Better World. We are committed to using sustainable practices designed to support a healthy planet, build strong communities, and enable our business to thrive for decades to come. To keep

up with the latest news and learn more about the company's more than 150-year history of innovation, visit [the Kimberly-Clark website](#).

Diapers, Pull-Ups, Potty-Training

ORG: Kimberly-Clark Canada

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**MEDIA**

Camille Cote-Begin, Veritas Communications, [cotebegin@veritasinc.com](mailto:cotebegin@veritasinc.com)

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