

Kimberly-Clark and Colgate-Palmolive Company Team Up with HealthyChildren.Org to Set Kids Up for Success for the 2012-2013 School Year

Dallas, TX (July 11, 2012) - Returning to school after a busy summer can be a challenge for many families, and often times healthy routines are put on the back burner. With more than 77 million children heading back-to-school this year, moms could use a helping hand. That's why Kimberly-Clark and Colgate-Palmolive, the makers of trusted brands such as Kleenex, Huggies, Scott, Colgate and Speed Stick, have partnered with HealthyChildren.org and pediatrician Dr. Alanna Levine to help moms lay the groundwork for healthy routines this summer so that their children are ready for the new school year.

"I'm a mom and a pediatrician, so I know how important it is to start the school year off with healthy routines," said Dr. Levine, MD, FAAP, spokesperson for Healthychildren.org, the official parenting website of the American Academy of Pediatrics. "Now is a good time to start preparing for back-to-school and to lay the foundation for good habits to help kids do well throughout the school year."

As part of the "Healthy Habits" platform, Kimberly-Clark and Colgate-Palmolive, in partnership with HealthyChildren.org and Dr. Levine, developed four pillars of Healthy Habits. The pillars represent simple, effective ways for moms to ensure a healthy and productive school year. Here are some examples of the tips offered under each pillar:

- **Shield them everywhere.** Encourage children to wash their hands with warm soapy water for 20 seconds and dry for 20 seconds. That's about how long it takes to sing the Happy Birthday song twice!
- **Let their confidence shine.** Encourage a healthy body image by focusing on a nutritious diet and physical activity.
- **Make a home for learning.** If someone is sick at home, disinfect commonly touched surfaces to prevent the spread of germs.
- **Start the training early.** Twice daily routines of teeth brushing will set your child up for a lifetime of good dental hygiene.

Whether moms are preparing children to get ready for the first day of preschool or even college, the Kimberly-Clark and Colgate-Palmolive Healthy Habits program has mom covered with easy tips on healthy routines. "The four pillars of the Healthy Habits program are building blocks to help parents teach their children how to incorporate healthy routines during pivotal stages in their lives," Dr. Levine added.

Starting now through September, moms can access helpful tips on healthy back-to-school routines by visiting www.Facebook.com/HealthyRoutines. In addition to daily posts, fun activities for kids and giveaways, Dr. Levine will host monthly live Q&A sessions to answer parent's questions about healthy routines.

SET THEM UP FOR SUCCESS

Don't forget to stock up on a variety of Kimberly-Clark and Colgate-Palmolive products, perfect for back-to-school season, including Viva paper towels, Kleenex brand facial tissue, Colgate brand toothpaste, Colgate brand toothbrushes, Pull Ups, U by Kotex, GoodNites, Scott paper towels, Cottonelle toilet paper, Huggies diapers and wipes and Speed Stick, among others.

For more information on Healthy Habits and to learn more about the participating Kimberly-Clark and Colgate-Palmolive products, visit www.Facebook.com/HealthyRoutines or www.HealthyChildren.org.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No. 1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 140-year history of innovation, visit www.kimberly-clark.com, or follow us on [Facebook](#) or [Twitter](#).

About Colgate-Palmolive Company

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate-Palmolive sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate®, Palmolive®, Mennen®, Softsoap® brand, Irish Spring®, Protex®, Sorriso®, Kolynos®, Elmex®, Tom's of Maine®, Ajax®, Axion®, Soupline®, and Suavitel®, as well as Hill's Science Diet® and Hill's Prescription Diet®. For more information about Colgate-Palmolive's global business, visit the Company's web site at www.Colgate.com. To learn more about Colgate Bright Smiles, Bright Futures® oral health education program, please visit <http://www.ColgateBSBF.com>.

About HealthyChildren.org

The only parenting website backed by 60,000 AAP member pediatricians, HealthyChildren.org offers trustworthy, up-to-the-minute health advice and guidance for parents and caregivers, along with interactive tools and personalized content. Registered users enjoy a customized home page that features articles geared to the ages of their children. The site also offers a Find a Pediatrician service, an Ask the Pediatrician tool, the KidsDoc Symptom Checker, and more than 3,000 articles on children's health. Visit www.Healthychildren.org.

¹ 2011-2012 U.S. Census