

Kleenex Brand Creates Simple Routine to Help Mom Teach Kids How to Sneeze Shield

Fun Routine Around Moment of Sneezing Helps Kids Keep Stuff Off Hands

Dallas, June 28, 2012 - Moms want to make sure her kids are healthy and cared for, especially during back-to-school time. The Kleenex brand, the No. 1 facial tissue on back-to-school supply lists, does too and is reminding moms about its Kleenex facial tissue with Sneeze Shield to help their kids keep the "stuff" off their hands.

Just in time for the upcoming school year, Kleenex brand, the only brand with Sneeze Shield in all of its facial tissues, has created *Shield. Sneeze. Swish.*, a three-step routine that was developed to help mom teach kids how to keep stuff off of their hands so she can feel confident when they head back-to-school.

Moms know that whatever the occasion, kids find a way of getting "stuff" on their hands. In fact, according to a study by the University of Arizona, the average student's hand has almost 1,500 more bacterial cells than commonly cleaned door handles and knobs. In addition, one survey shows that 98 percent of school nurses believe reducing the spread of cold or flu viruses in the classroom is the best way to keep kids from getting sick*. That's why the Kleenex brand developed the interactive *Shield. Sneeze. Swish.* routine, to teach kids not only how to sneeze into a tissue, but also to make sure they discard the tissue in the trash bin afterwards. And, studies show that when you combine activities that require movement, talking and listening, you are more likely to retain information.

"Research suggests that engaging in simple, hands on tasks makes it easier for children to retain information, which is why Kleenex brand developed the *Shield. Sneeze. Swish.* routine," said Martin Söderlund, Kleenex Brand Manager. "And with a variety of Kleenex brand on-the-go packs, parents will find it easy to teach kids this fun and interactive routine so they can learn how to sneeze shield wherever they go."

When it comes time to sneeze, it's important to have Kleenex brand facial tissues with Sneeze Shield, a proprietary process of coating applied to the tissues that helps keep stuff off of hands and in the tissue. Moms can feel confident that her kids will have Sneeze Shield protection wherever they go with Kleenex brand's convenient package shapes and sizes, including:

- **The Slim Pack.** It is thin and sleek, so you can always keep a tissue on hand. Their trendy design makes it the perfect accessory for hip tweens and teens, while their convenient size makes it easy to slide them into pockets, back packs and bags.
- **The Car Wedge.** It fits perfectly in the car door or glove compartment - no need to lug around a box of tissue or fumble in a purse for a tissue while driving.
- **The Go Pack.** Strong, soft and absorbent, Kleenex brand go packs have been there for happy tears and stuffy noses since 1924.

"The Kleenex brand has been a category leader for more than 80 years and continues its tradition of leadership as the No. 1 facial brand for the back-to-school season by bringing innovations like Sneeze Shield," said Söderlund. "We are excited to be able to take this one step further by actually creating a routine around the moment of sneezing, to help make it easier for mom to teach her kids how to keep stuff off their hands and in the tissue."

Kleenex brand is committed to education year round and is the only facial tissue brand to participate in the Box Tops for Education® program. Through Box Tops for Education, Kleenex brand offers households with school-age children an opportunity to earn cash for their child's school. Look for Box Tops coupons on popular Kleenex brand facial tissue, including 184 count and 240 count everyday tissue and Kleenex brand 112 count Anti-Viral Tissue. Box Tops for Education is a trademark of General Mills, used under license.

Visit www.Kleenex.com to become a star in the Kleenex *Shield. Sneeze. Swish.* video and for helpful tools to teach your kids the Sneeze Shield routine.

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