

## Freshen Up Summer Travels with Cottonelle and Name It for a Chance to Win

### Consumers Get Fresh on Cottonelle's Facebook Page by Naming the Two-Step Bathroom Routine

**Dallas, July 10, 2012** - It's summer time and with it comes vacation plans that often require extended time on the road, in a plane or on a warm, sandy beach - all of which can leave you feeling less than fresh. The Cottonelle brand partnered with travel expert Kendra Thornton to offer tips to ensure a smooth and easy transition from home to your vacation destination, wherever that may be.

"As an avid traveler, I know it can be difficult to maintain a routine on the go, but in the end it makes all the difference in how you feel," said Thornton. "A little pre-planning can help ensure you stay mentally and physically fresh, so you can relax and enjoy your trip. That's why I prioritize my personal care routine when I'm traveling and always incorporate a travel pack of Cottonelle Fresh Care Flushable Wipes together with Cottonelle Ultra Comfort Toilet Paper - a combo I call the 'Clean Getaway!'"

Thornton crafted the following tips for traveling through the summer with ease:

- **Pack Light:** Packing light helps travelers avoid common airline baggage fees. Choose a light-weight duffel-style bag, put socks and belts inside shoes and roll your clothes to maximize space and prevent wrinkles.
- **Think Small:** Going through airport security is no easy feat these days. Make sure to stock up on travel-size necessities like toothpaste, deodorant and shampoo and that they're 3.4 ounces or less. Since you're allowed only one quart-size bag, pick the things you absolutely can't go without. I also love the travel-size Cottonelle Fresh Care Flushable Wipes. They're great for staying fresh and clean on the go.
- **Beat the Clock:** Always give yourself the gift of time when you travel. Factor in a little extra time when heading out the door and leave fifteen minutes earlier than you think you need to. If security lines are long at the airport or you hit traffic on the road, you won't have to fret about timing.
- **Carry Snacks:** Now that free food no longer exists on airplanes and many flights under 3 hours don't offer meals for purchase, it's important to anticipate delays and come prepared with food to munch on. Those traveling by car should also be ready with a cooler and snacks in the event of unexpected traffic with no exit in sight.
- **Prepare to be Organized:** Most people aren't thinking about the trip home when they're packing to leave, but bringing extra plastic or reusable bags in your suitcase can come in handy for your trip home. Extra bags can help separate clean and dirty clothes, keep toiletries contained and hold a wet swimsuit when you just can't resist a last-minute dip in the water.

#### It's Clear Sailing with Cottonelle

Thornton calls her two-step bathroom routine the Clean Getaway, but others have visited [Facebook.com/Cottonelle](https://www.facebook.com/Cottonelle) to suggest alternate names for the practice of pairing Cottonelle Fresh Care Flushable Wipes and Cottonelle Ultra Comfort toilet paper for a fresh, clean experience.

Now through Feb. 25, 2013, enthusiastic fans who enter their creative ideas on the brand's Facebook page will be entered for the chance to win a year's supply of Cottonelle products. To qualify, entrants must create a name through The Customizer on the Cottonelle Facebook Page. No purchase is necessary. Two winners will be selected in a random drawing on a weekly basis for a total of 74 winners. There is a limit of one prize per person.

"We have had a tremendous response from consumers and want to provide our fans with fresh rewards for their creative names," said John Stanwood, senior brand manager. "Cottonelle is helping people rethink their bathroom routines by using toilet paper and flushable wipes together every day."

#### FREE Cottonelle EasyReach Hanger

To make it easier for people to experience the benefits of this enhanced routine at home, Cottonelle is bringing back the [Cottonelle EasyReach Hanger](#). Each Cottonelle Fresh Care Flushable Wipes tub will come with a free Cottonelle EasyReach Hanger for a limited time. The Cottonelle EasyReach Hanger installs using Command brand strips from 3M to enable people to keep Cottonelle Fresh Care Flushable Wipes within reach - right next to Cottonelle Ultra Comfort Care Toilet Paper.

"With Command brand strips, the Cottonelle EasyReach Hanger is easy to apply, holds strongly, yet removes cleanly so users can confidently secure a tub of Fresh Care Flushable Wipes without damaging their walls," said Joe Paul, Command Brand Manager.

For complete details regarding the sweepstakes and to learn more about Name It, visit [Facebook.com/Cottonelle](https://www.facebook.com/Cottonelle).

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### **About 3M**

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms - often in combination - to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. For more information, visit [www.3m.com](http://www.3m.com). To learn more about the 3M Command brand strips, visit [www.command.com](http://www.command.com).

### **About Cottonelle Brand**

The Cottonelle brand provides innovative comfort solutions for perineal personal care. Cottonelle toilet paper is available in three forms: Cottonelle Ultra Comfort Care, Cottonelle Gentle Care, and Cottonelle Clean Care. To help people feel cleaner and fresher than with toilet paper alone, the brand offers Cottonelle Fresh Care flushable wipes and Cottonelle Gentle Care flushable wipes enriched with Aloe & E. For the latest product information, visit [www.cottonelle.com](http://www.cottonelle.com).

### **About Kimberly-Clark**

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people-nearly a quarter of the world's population-trust K-C 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](http://www.kimberly-clark.com).

### **Sweepstakes Rules**

No Purchase Necessary. Open only to legal residents of the 50 United States, plus Washington, DC. and Canada (VOID in Quebec), 18 years of age or older. Sweepstakes begins 12:01 AM CT on 6/12/12 and ends 11:59 PM CT on 2/25/13. Subject to full Official Rules at [\(Link to Rules\)](#). VOID in PR, Quebec and where prohibited.