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## Kleenex® Exfoliating Cushions Voted Product of the Year 2017

### Largest Consumer-Voted Survey Determines Distinguished Award

NEW YORK, Feb. 14, 2017 /PRNewswire/ -- Kleenex® brand, the inventor of the facial tissue category and trusted for its exceptional fabric technology, announced that its [Exfoliating Cushions](#) has been named [Product of the Year](#) for 2017 within the Skincare Category.



Product of the Year is the world's largest consumer-voted award for innovation, where winners are backed by the votes of 40,000 consumers in a national representative survey conducted by research partner Kantar TNS, a global leader in consumer research.

"For Kleenex Exfoliating Cushions to be selected as a 2017 Product of the Year Award winner is a testament to the brand's commitment to innovation," says Eniko Olah, Senior Brand Manager at Kleenex. "Winning this award recognizes our dedication to provide consumers with effective, easy-to-use products that boast advanced technology and innovation, and we couldn't be more proud."

Kleenex Exfoliating Cushions utilize an exclusive combination of dual-sided, multi-layered fabrics paired with a gentle cleanser to polish and exfoliate the skin, revealing a healthy, radiant look from just one use. Exfoliating Cushions are made for all skin types, are hypoallergenic and dermatologist tested.

"Competition is fierce among consumer brands, with thousands of new products introduced to market each year," says Mike Nolan, CEO, Product of the Year USA. "Product of the Year winners will have a true advantage over competitors, as they are able to utilize our logo on their packaging, which will help shoppers easily identify a new product as a 'best bet' for themselves and their families."

Each year, Product of the Year takes entries from new consumer products launched within the previous year that demonstrate innovation within their industry. Product nominations are then placed into categories such as beauty, personal care, household essentials, food and beverages. Each product is assessed on seven key measures: Appeal, Customer Satisfaction, Customer Advocacy, Purchase Interest, Uniqueness, Relevance and Customer Excitement. One product is then named the winner of each category, based on the results of the consumer survey.

For more information on Kleenex® Facial Cleansing products or to learn more about the brand, please visit [www.kleenex.com/facialcleansing](http://www.kleenex.com/facialcleansing). Additional product information and assets are available at

[www.kleenex.com/facialcleansing/media](http://www.kleenex.com/facialcleansing/media).

### **About Kimberly-Clark**

Kimberly-Clark (NYSE: KMB) 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 Kimberly-Clark'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 No. 1 or No. 2 share positions in 80 countries. To keep up with the latest news and to learn more about the Company's 145-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com) or follow us on [Facebook](#) or [Twitter](#).

### **About Product of the Year**

Product of the Year is the world's largest consumer-voted award for product innovation. Established 30 years ago, POY currently operates in 38 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Product of the Year winners are backed by the votes of over 40,000 consumers in a nationally representative survey conducted by research partner Kantar TNS, a global leader in consumer research. The award is a powerful merchandising program for marketers proven to increase product sales, distribution and awareness. Winning products are announced in February each year and receive the right to use the Product of the Year seal in marketing communications for two years. For more information, visit [productoftheyearusa.com](http://productoftheyearusa.com).

### **About Kantar TNS**

Kantar TNS is one of the world's largest research agencies with experts in over 80 countries. We provide actionable insights to help companies make impactful decisions and drive growth. With expertise in innovation, brand and communication, shopper activation and customer relationships we help our clients identify, optimize and activate the moments that matter to drive growth for their business. We are part of Kantar, one of the world's leading data, insight and consultancy companies. Find out more at [www.tnsglobal.com](http://www.tnsglobal.com).

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