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ESTABLISHING NIGHTTIME ROUTINES CAN HELP CHILDREN GET THE SLEEP THEY NEED

New GoodNites® Sleep Pants Help Lessen Nighttime Anxiety for Kids Who Wet the Bed

NEENAH, Wisc., Sept. 10, 2007 – A recent survey¹ conducted by GoodNites® found nine out of 10 parents and kids participate in a pre-bedtime routine, while nearly half of parents can find it a struggle to put their kids to bed. Bedtime routines can be disrupted by anxiety over issues ranging from fear of the dark to bedwetting, making it difficult for kids to get the sleep they need. To help parents ease stress at night, GoodNites® has teamed up with parenting expert Judsen Culbreth, former editor-in-chief at *Working Mother* and *Parent&Child* magazines.

“Some nighttime issues can cause anxiety among kids and interfere with this bonding time between families, and bedwetting is one of them,” says Culbreth. “The routines that are the easiest to maintain, despite distractions, should be both simple and consistent.”

Routines Bring Sweet Dreams

Culbreth offers these tips to help parents and kids overcome common nighttime speed bumps to getting a good night’s rest.

- **Stress:** Ease your children into sleep by giving them a bath or playing soft music. Teach your child relaxation techniques, like deep breathing or light stretching to help them unwind and get ready for sleep.
- **Concerns About Tomorrow:** To ease any negative thoughts your child may have about the next day, create a “worry box.” As part of your nighttime routine, discuss any concerns with your child and drop a bead, coin or small trinket into the box for each worry. Explain that now all the worries are in the box and can wait until tomorrow, so they can focus on getting the rest they need.
- **Distractions:** To ensure your children stay on task during their bedtime routines, create special charts. Illustrate or photograph each step of their routine and number them in the order your children prefer. Post the chart on your children’s bedroom doors or walls, and let your kids place stickers on the charts after they’ve completed each task.
- **Nightmares:** If your child is concerned about having a scary dream, sit down with them before bed and share a happy thought for the day. Whether that is a favorite friend they spent time with or an upcoming trip to Grandma’s, focusing on the positive will keep your child’s mind on happier things.
- **Fear of the Dark:** Almost half of children feel safer at night if they have a nightlight¹. Help your kids feel secure by leaving a light on or putting nightlights throughout the house.
- **Bedwetting:** Bedtime can be an especially stressful time for children if they’re nervous about wetting the bed. In fact, 20 percent of kids have trouble sleeping through the night because of bedwetting¹. To help kids manage bedwetting until they outgrow it, try new GoodNites® Sleep Boxers for Boys and Sleep Shorts for Girls. They have protection specifically designed for boys and girls, so your child can feel confident while going to sleep. GoodNites® not only protect sheets, but they help protect the time parents and children spend together at night.

¹ The GoodNites survey was conducted to evaluate the bedtime routines and activities of parents and their children. Fielded by Impulse Research in July 2007, the study surveyed 1,555 adults with children between the ages of 5 and 12 nationwide via the Internet. Survey findings have a +/- 3 percent margin of error.

To continue to help children who wet the bed feel just like other kids, GoodNites® is introducing Sleep Boxers for Boys and Sleep Shorts for Girls, available this month. They look like any shorts a child would wear to bed, but with all-in-one disposable nighttime protection and odor control for added discretion.

“Most disposable underpants used for bedwetting are modeled after underwear or briefs, which makes GoodNites® Sleep Boxers and Sleep Shorts the only one of its kind out there,” said Bob Thibault, President of Kimberly-Clark’s North American Personal Care products. “Kids tell us that they love the new pants because they look and feel like any other shorts, making kids comfortable and confident when they have them on.”

Products like GoodNites® Sleep Boxers for Boys and Sleep Shorts for Girls not only help reduce anxiety around bedtime, but they also help protect kids’ self-esteem without prolonging bedwetting. They give children a sense of control over a situation that is not their fault and help eliminate the guilt and frustration they feel until they outgrow it.

Starting this month, GoodNites® Sleep Boxers for Boys and Sleep Shorts for Girls can be found next to the disposable underpants in all leading grocery stores, mass merchandisers and drugstores nationwide, as well as the children’s underwear department at select retailers. GoodNites® Sleep Boxers and Sleep Shorts have also been granted the *Good Housekeeping Seal*.

Log on to Learn

Parents, more than ever, are looking for a confidential resource since bedwetting is a more common concern than people think – an estimated five to seven million children in the U.S. wet the bed. That adds up to about three children in every classroom, and enough to fill 100,000 schools. By visiting the newly enhanced GoodNites.com Web site, parents can find new bedwetting resources, including facts, advice and solutions. Parents can read about other families’ experiences with bedwetting, and connect with one another in the refreshed sharing space.

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 135-year history of innovation, visit www.kimberly-clark.com.

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