

Yello Accessorises U by Kotex Platinum

Sydney, 7 October, 2009: Yello, one of Australia's leading brand consultancies and part of STW Group, has designed a range of embossed packaging for U by Kotex® Platinum, Kimberly-Clark's new premium entrant to the feminine care category, launched this month.

The sleek boxes will look stylish in any bag or displayed on the bathroom shelf, with intricate filigree detailing and silver-metallic finishes more often seen in the perfume and high-end cosmetics categories.

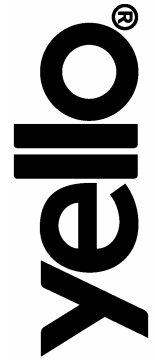
Yello's Managing Director Kate Messenger explains the design: "Feminine care products shouldn't have to be hidden away," she said. "These are things women need to carry around, and there's no reason they can't be beautiful."

Yello develops and designs brands as ideas, identities and experiences, and is part of STW Group, Australia's leading marketing content and communications services group.

Ends.

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The Yello logo consists of the word "yello" in a bold, lowercase, sans-serif font. The letter "o" is significantly larger than the other letters and has a registered trademark symbol (®) to its upper right.

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