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Press Release

**Kotex Period Tracker to help menstruating women through different life stages
starting with their first periods**

*From dealing with puberty to starting a family, and anticipating menopause, the Kotex Period Tracker
aims to be every woman's confidante*

Kuala Lumpur, 6 October 2022 - Malaysia's leading feminine care brand, Kotex® has recently introduced its newly-developed innovative digital tool, the Kotex Period Tracker. More than just to mark the calendar and track one's cycle, the tool serves as a guide for adolescent girls to better understand their bodies during the different stages of puberty as well as to empower women of all ages to be more aware of how to care for their bodies, manage their cycles and look out for irregularities. Launched at a local secondary school, SMK (P) Air Panas and in conjunction with the brand's International Day of the Girl (IDG) celebration, the on ground activation sought also to provide a holistic approach to menstrual hygiene management through education and games.



IDG that falls on October 11, 2022, is an annual and International Day of Observance that celebrates the importance, power, and potential of adolescent girls by promoting and enabling more opportunities for them. The launch of the Kotex Period Tracker also seamlessly fits in with the theme of this year's IDG, which highlights the prevalent digital divide for many girls across a two billion community globally below the age of 25, who are still living without internet access in today's digital generation.

To this end, Kotex is furthering its mission of equipping girls with the confidence during their monthly time of need that harnesses the accessibility of technology. This follows the successful launch of its Kotex She Can Project website, an educational digital game site built to introduce puberty in a fun way to digital native girls. Therefore, through this period tracker, they can put their learning into practice and better predict the return of their next period, identify cycle disorders or a missed period, and be aware of any unusual symptom(s) experienced during that time of the month. Additionally, they can also track their body symptoms throughout the length of their periods by noting the

presence of headaches or stomach cramps, set reminders on the app to be familiar with their cravings and state of mood when periods are close, and even create their personal report to record their own monthly experiences.

Present at the event were Kotex Malaysia's Assistant Brand Manager, Hang Jin Kee, Kimberly-Clark Malaysia's Corporate Communications Manager, Sharon Roberts and the Medical Officer from the Division of Human Reproduction of the National Population and Family Development Board (LPPKN), Dr Khansa binti Abd Halim.

"We are proud to embark and roll out yet another novel solution so women never have to worry about their periods. With the Kotex Period Tracker, women can embark on a more accurate predictive period care management so they do not feel unprepared or helpless when their period arrives. This is especially true for young girls who have just started experiencing periods. Besides, it will also help women through the most crucial time in life – be it with their first period, should they decide to have a child or when menopause is approaching. To us, period education must start with the young. That is the best way to normalise periods and enable women to seek the help they need, when they need. We are, therefore, very grateful to the teachers at SMK (P) Air Panas for their support and passion in empowering these students," said **Ngui Siew Ching, Marketing Manager of Kotex Malaysia.**

Masyitah binti Mohamad Syayuti, counsellor of SMK (P) Air Panas said these activations go a long way to educate girls on period management, especially those from underprivileged communities. "Having Kotex be present at the school to give insightful talks on menstruation management is a step in the right direction as many of our B40 students lack exposure to these key areas. It also helps to create a safe space for them to be educated on all areas of period hygiene, as they may not be comfortable to discuss this with their family members. Now, they can be empowered with the basics of period management knowledge, including learning more about the right methods to dispose of sanitary pads and its correct usage."

Ngui concluded, "We also believe solutions like our Kotex Period Tracker and the Kotex She Can Project complement the Government's initiative such as KIT SERI in eradicating period poverty and eliminating hurtful period stigma. With the support of teachers and the Government we are confident of bringing greater impact to more girls and women, helping them realise their fullest potential because *Period Or Not, She Can.*"

Earlier this year, Kotex and LPPKN formed a partnership to execute Kit Seri in a bid to address period poverty in Malaysia, helping over 130,000 teenage girls from B40 households with monthly supply of sanitary pads as well as education on period management, menstrual hygiene as well as reproductive health.

To know more about the Kotex Period Tracker visit www.kotex.com.my and try it out. Alternatively, check out Kotex®'s [Facebook](#) and [Instagram](#) pages for more details.

About Kotex

Our Kotex, U by Kotex and Intimus brands aim to ensure a period never gets in the way of any woman's progress. Kimberly-Clark created the feminine care category with the launch of the Kotex brand 100 years ago, and today, its products are trusted by millions of women in more than 100 countries to provide outstanding protection and inspire confidence that period or not, she can.