

**FOR IMMEDIATE RELEASE**

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**KIMBERLY-CLARK NEW ISOLATION GOWN PORTFOLIO PROVIDES  
AAMI PROTECTION FOR STAFF AND PATIENTS**

*-Portfolio offers selection in barrier protection to help reduce the risk of  
healthcare-associated infections-*

**(ROSWELL, Ga. – June 18, 2008)** – Kimberly-Clark Health Care announced today the launch of its new Isolation Gown portfolio, which provides barrier protection based on the Association for the Advancement of Medical Instrumentation (AAMI) guidelines, a widely accepted system of liquid barrier performance classification for protective apparel. The isolation gowns meet AAMI Levels 1, 2 and 3 and will provide medical professionals the flexibility to choose the most appropriate barrier to help protect against cross-contamination and the transmission of infectious organisms, which can lead to health-care-associated infections (HAIs). The Isolation Gown portfolio is being unveiled at the Association for Professionals in Infection Control (APIC) Annual Conference held June 15–19 in Denver, Colo.

A recent survey<sup>1</sup> by Kimberly-Clark Health Care of 300 purchasing managers, infection control professionals and registered nurses from facilities across the country showed that only 38 percent of respondents were aware of AAMI guidelines; however, those who were aware factored the guidelines into purchasing criteria for isolation gowns 73 percent of the time.

“The AAMI guidelines provide a reliable benchmark for protection, but we found in our survey that only 26 percent of respondents who use AAMI guidelines as a basis in purchasing gowns could identify a specific performance requirement in level 2,” said John Amat, vice president of global sales and marketing, Kimberly-Clark Health Care. “To help drive awareness and compliance of AAMI guidelines, we’ve organized our gowns into three performance classes to help caregivers better understand and select the right protection for the right procedure at the right price.”

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<sup>1</sup> Kimberly-Clark survey *AAMI-Standard Awareness Study* as sourced by Standpoint Marketing Research. January, 2008

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AAMI minimum performance levels range from Level 1 (least protective) to Level 4 (most protective) for gowns, drapes and other protective apparel. Most non-surgical protective apparel are classified as Levels 1 to 3 due to the amount of fluid exposure that is typically seen outside of an operating room setting.

In tests comparing Kimberly-Clark Health Care isolation gowns with other isolation gowns, Kimberly-Clark is the only one that has gowns meeting all requirements in each of AAMI Levels 1, 2 and 3.

### Three tiers for optimal protection

Each AAMI level applies to a gown's critical zone, which includes the entire gown plus seams but excludes the cuffs, hems and bindings. Kimberly-Clark Health Care has organized its Isolation Gown portfolio into three specific categories to aid in product selection.

#### *KC100: Quality at great value for basic protection*

The new KC100 Isolation Gowns are designed to meet AAMI Level 1 and provide protection for uses when expected risk of exposure to fluid is low. KC100 Isolation Gowns feature SMS fabric for barrier protection, come in different sizes and are recommended for basic patient care, transporting patients, laundry and housekeeping duties.

#### *KC200: Protection for facility-wide use*

The new KC200 Isolation Gowns are designed to meet AAMI Level 2 and provide protection for uses when expected risk of exposure to fluid is low to moderate such as suturing, blood draw, inserting IVs and specimen handling. KC200 Isolation Gowns feature medium-weight SMS fabric for barrier protection and is recommended for use in ICUs, hyperbaric and dialysis units, nurseries and labs.

#### *KC300: Offers the highest barrier protection in the KC Isolation Gown portfolio*

The KC300 Isolation Gowns meet AAMI Level 3, offering maximum protection for uses where moderate exposure to fluids is expected such as in trauma units, emergency rooms, burn units, critical care units and contact isolation areas. KC300 Isolation Gowns feature heavy-weight SMS fabric for maximum barrier protection.

In March, Kimberly-Clark Health Care announced a similar tiered system for its surgical gowns and drapes. "We strive to give our clinicians the confidence and comfort they

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need to deliver the best patient care possible by providing them consistent product organization and labeling to aid in selection,” said Amat. “The new Isolation Gown portfolio is a perfect complement to our new surgical portfolio of gowns and drapes and is another key area that supports our goal of helping caregivers win the fight against health-care-associated infections.”

#### Full bundle approach to PPE critical in preventing cross-contamination

Because organisms such as MRSA can survive as long as several months on virtually any surface with patient or health care worker contact, proper use of personal protective equipment (PPE) is critical in breaking the chain of transmission to patients, visitors and fellow health care workers. Kimberly-Clark Health Care’s protective apparel bundle offers optimal protection through a full range of PPE, including the KIMBERLY-CLARK PURPLE NITRILE and STERLING Nitrile exam gloves; facial protection and eyewear; and the unique PPE Dispensing System that helps prevent contamination during product selection and the donning and doffing process.

To learn more about Kimberly-Clark Health Care’s Isolation Gown portfolio and other protective apparel solutions, please visit [www.kchealthcare.com](http://www.kchealthcare.com) or call 1-800-742-1996.

#### **Kimberly-Clark in the Healthcare Environment**

Around the world, medical professionals turn to Kimberly-Clark for a wide portfolio of solutions that improve the health, hygiene and well-being of their patients and staff. As part of their healing mission, caregivers rely on Kimberly-Clark to deliver clinical solutions and educational resources that they can depend on to help prevent, diagnose and manage a wide variety of health-care-associated infections. The more than \$1 billion global enterprise of Kimberly-Clark Corporation holds the No. 1 and No. 2 market share positions in several categories including infection control solutions, surgical solutions, pain management and digestive health. Throughout the care continuum, patients and staff alike trust Kimberly-Clark medical supplies and devices. For more information, please visit <http://www.kchealthcare.com>.

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