



July 12, 2013

Thomas J. Falk
Chairman of the Board and Chief Executive Officer
Kimberly-Clark Corporation
PO Box 619100
Dallas, Texas 75261

Dear Mr. Falk:

We are writing to convey our concern over the way your product, Kleenex Hand Towels, is being marketed. This product promotes wasteful practices, encouraging consumers to adopt a throw-away attitude towards hygiene, when tried and true reusable hand towels are a more sustainable option for use in the home.

We also take particular issue with the implication that only virgin fibre can produce the "superior softness consumers expect". This untruth not only attempts to rationalize your less sustainable manufacturing choices, but also spreads misinformation about the quality of recycled fibre. Many companies produce high quality hygiene products using up to 100% recycled fibre.

As a responsible company who purports to "integrate the concept of sustainability into its business practices", we ask that you urge consumers to only use disposable products such as Kleenex Hand Towels as a last resort to reusable alternatives, rather than a preferred choice. In cases where these products are used, they should also be directed to look for more sustainable end-of-life options, such as composting in appropriate facilities. We also ask that you correct your misleading statements about the inferior performance of recycled fibre, and in fact, embrace the incorporation of maximum recycled content within all of your products.

As advocates of waste reduction and recycling, we would be pleased to enter into a broader discussion on this and related issues. We look forward to hearing from you.

Yours truly,

A handwritten signature in black ink, appearing to read "Christina Seidel".

Christina Seidel
Executive Director
Recycling Council of Alberta

A handwritten signature in black ink, appearing to read "Brock Macdonald".

Brock Macdonald
CEO
Recycling Council of British Columbia

A handwritten signature in black ink, appearing to read "Joanne Fedyk".

Joanne Fedyk
Executive Director
Saskatchewan Waste Reduction Council

A handwritten signature in black ink, appearing to read "Jo-Anne St. Godard".

Jo-Anne St. Godard
Executive Director
Recycling Council of Ontario