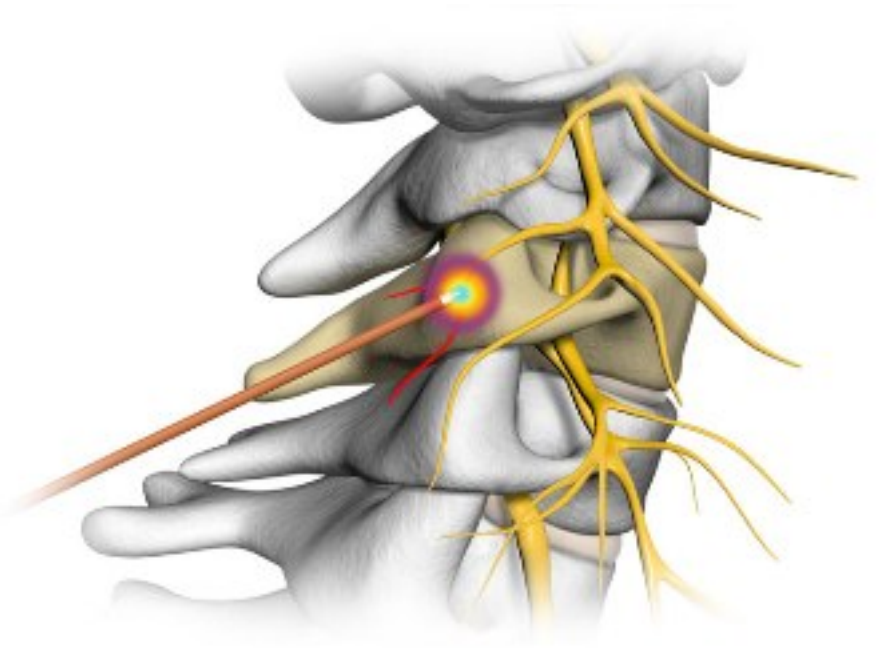
Kimberly-Clark Introduces Revolutionary Cervicool Cooled Radiofrequency System for Cervical Joint Pain

Kimberly-Clark

New System Completes Portfolio of Cooled Radiofrequency Treatment for the Spine



Kimberly-Clark today announced the launch of CERVICOOL Cooled Radiofrequency (RF) System, an innovative option for helping resolve cervical facet joint pain. With the addition of CERVICOOL Cooled RF System, Kimberly-Clark now offers a complete portfolio of cooled radiofrequency treatment [1] for all segments of the spine, from the cervical facet joint to the sacroiliac (SI) joint.

Cervical pain is the third most common pain in the spine with more than 44 million patients afflicted annually and more than 200,000 patients turning to cervical injections for pain relief each year.[1,2] While these injections can provide some relief, cervical pain is often difficult to treat through diagnostic and therapeutic nerve blocks due to nerve course variability and the difficult anatomy of the spine.

CERVICOOL Cooled RF System is designed to address the unique anatomy of the cervical joints by employing water-cooled technology to provide larger lesions than standard radiofrequency. This can help address nerve path variability in the cervical spine. This innovative treatment has the potential to provide long-lasting pain relief that may enable a more active lifestyle.

Kimberly-Clark worked in collaboration with a board of physician consultants to design and develop the technologically advanced CERVICOOL Cooled RF System. Designed to empower physicians, CERVICOOL Cooled RF System enables different

approaches including perpendicular, oblique or parallel approaches to the cervical joint.

“As one of the physician consultants in the development of CERVICOOL Cooled RF System, I know first-hand that Kimberly-Clark understands the challenges and difficulties inherent in the spinal anatomy,” said Dr. Robert D. Menzies of John Peter Smith Hospital in Fort Worth, Texas. “Incorporating feedback from physicians, Kimberly-Clark has developed an easy-to-use, time-saving system that provides a variety of options for treatment of the cervical joint.”

A video demonstration of CERVICOOL Cooled RF System featuring Dr. Menzies is available via Kimberly-Clark’s proprietary physician education training portal at http://kcpain.docstream.com/a4DD/cervicool-procedure/ [2].

“Kimberly-Clark is continuously transforming the healthcare landscape, from diagnostics to treatment, offering unique solutions for chronic pain,” said Lisa Kudlacz, General Manager, Global Interventional Pain Management, Kimberly-Clark. “The addition of CERVICOOL Cooled RF System completes our portfolio of cooled RF spine treatment offerings.”

CERVICOOL Cooled RF System is part of Kimberly-Clark’s full range of innovative cooled-RF pain management solutions for patients experiencing discogenic pain, SI joint syndrome, thoracic and lumbar z-joint pain. The cooled radiofrequency platform allows for the creation of large-volume, spherical lesions for the difficult-to-treat spinal anatomy.

CERVICOOL Cooled RF is available immediately in two size configurations, providing physicians the option of treating patients using their preferred technique. For more information, please contact your representative at 1-800-KCHELPS (1-800-524-3577) or visit www.kchealthcare.com/pmsolutions [3].

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, hygiene & cleaning offerings, and educational resources that they can depend on to prevent, diagnose and manage a wide variety of healthcare-associated infections. This more than $1 billion global enterprise of Kimberly-Clark Corporation holds the No. 1 or No. 2 market share position in several categories, including infection control solutions, surgical solutions, pain management, hygiene solutions and digestive health. And throughout the care continuum, patients and staff alike trust Kimberly-Clark medical supplies and devices, KLEENEX tissues, KLEENEX & SCOTT skin care products and SCOTT towels for day-to-day needs. For more information, visit http://www.kchealthcare.com [4] and http://www.kcprofessional.com [5].

About Kimberly-Clark
Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's

population trust K-C's 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 141-year history of innovation, visit www.kimberly-clark.com [6].

[1] Cote, PAIN "The annual incidence and course of neck pain in the general population: a population-based cohort study"

[2] 2009 Thomson Hospital Outpatient Procedures Data

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Links:
[1] http://www.kchealthcare.com/us/healthcare/home/products/pain-management/chronic-pain-solutions/cooled-radiofrequency-products.aspx
[2] http://kcpain.docstream.com/a4DD/cervicool-procedure/
[3] http://www.kchealthcare.com/pmsolutions
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