**KLEENEX® Anti-Viral** tissue kills 99.9% of Cold and Flu Viruses*

*Kills Pandemic 2009 H1N1 influenza A virus* (formerly called swine flu)

Because cold and flu viruses are often spread by hand contact, KLEENEX® Brand has developed a tissue for your whole family. KLEENEX® Anti-Viral® tissue has three soft layers, including a moisture-activated middle layer that kills 99.9% of cold and flu viruses* in the tissue within 15 minutes. This product has not been tested against bacteria, fungi or other viruses. See below for anti-viral* details.

**Directions for Use:** It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Use only as a facial tissue.

*Virucidal Against:* Rhinoviruses Type 1A and 2 (Rhinoviruses are the leading cause of the common cold); Influenza A and Influenza B (causes of the flu); H1N1 (formerly called the swine flu); Respiratory Syncytial Virus (RSV—the leading cause of lower respiratory infection in children).

**Storage and Disposal:** Store in a dry area. Dispose of used tissues promptly. Do not reuse empty container.

**112 3-Ply Tissues 8.2 x 8.2 in**

**1-800-553-3639** Weekdays 8 a.m. to 4 p.m. CT

Manufactured for: Kimberly-Clark Global Sales, LLC, Dept. KAV-112, PO Box 2020, Neenah, WI 54957-2020

Made in the USA from domestic and imported material.

[www.kleenex.com](http://www.kleenex.com)

® Registered Trademark of Kimberly-Clark Worldwide, Inc. The BLUE DOT PATTERN is a Trademark of KCWW ©1986, 2004, 2007 KCWW

May be made under one or more of the following US patents: 7,132,379; 6,709,550; 6,221,211; D518,647.

Box Tops for Education is a registered trademark of General Mills used with permission

**ACTIVE INGREDIENTS:**

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citric Acid</td>
<td>7.51%</td>
</tr>
<tr>
<td>Sodium Lauryl Sulfate</td>
<td>2.02%</td>
</tr>
</tbody>
</table>

**INERT INGREDIENTS**

Total: 100.00%

This box is made from 100% recycled paper.

EPA Reg. No.: 9402-10
EPA Est. No.: 009402-SC-002 009402-CT-001

EXP 11 06/30/11

See [www.kleenex.com](http://www.kleenex.com) for details

**Changes:**

- Added “Kills Pandemic...” statement under main headline
- Added “H1N1 (formerly called the swine flu);” to the *Virucidal Against copy
- Reduced point size of “Because cold and flu” paragraph copy
- Reduced Kleenex anti-viral shield
- Moved Recycle icon and statement and Box Tops coupon
Kills 99.9% of Cold and Flu Viruses

Kills Pandemic 2009 H1N1 influenza A virus* (formerly called swine flu)

Because cold and flu viruses are often spread by hand contact, KLEENEX® Brand has developed a tissue for your whole family. KLEENEX® Anti-Viral® tissue has three soft layers, including a moisture-activated middle layer that kills 99.9% of cold and flu viruses* in the tissue within 15 minutes. This product has not been tested against bacteria, fungi or other viruses. See below for anti-viral® details.

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*Virucidal Against: Rhinoviruses Type 1A and 2 (Rhinoviruses are the leading cause of the common cold); Influenza A and Influenza B (causes of the flu); H1N1 (formerly called the swine flu); Respiratory Syncytial Virus (RSV—the leading cause of lower respiratory infection in children).

Storage and Disposal: Store in a dry area. Dispose of used tissues promptly. Do not reuse empty container.

75 3-PLY TISSUES 8.2 X 8.2 IN

1-800-553-3639 Weekdays 8 a.m. to 4 p.m. CT
Manufactured for: Kimberly-Clark Global Sales, LLC
Dept. KAV-75, PO Box 2020, Neenah, WI 54957-2020
Made in the USA from domestic and imported material.

www.kleenex.com
® Registered Trademark of Kimberly-Clark Worldwide, Inc.
The BLUE DOT PATTERN is a Trademark of KCWW
May be made under one or more of the following US patents: 2,102,379; 6,709,550; 6,221,211; 5,415,320; 2018,647.
EPA Reg. No.: 9452-10
EPA Est. No.: 009402-SC-002
093452-CT-001

ACTIVE INGREDIENTS:
Citric Acid .................. 7.51%
Sodium Lauryl Sulfate ... 2.02%
INERT INGREDIENTS .... 90.47%
Total ...................... 100.00%
LOOKING GLASS – BLUE

LOOKING GLASS – GREEN
LOOKING GLASS – ROSE
LOOKING GLASS – PLUM

Changes:
• Added “Kills Pandemic...” statement under main headline
• Added “H1N1 (formerly called the swine flu);” to the *Virucidal Against copy
• Reduced point size of “Because cold and flu” paragraph copy
• Reduced point size of Active Ingredients
KILLS OF VIRUSES* 99.9% COLD & FLU

See bottom for use directions

KILLS OF VIRUSES* 99.9% COLD & FLU

ACTIVE INGREDIENTS:
Citric Acid................. 7.51%
Sodium Lauryl Sulfate... 2.02%
INERT INGREDIENTS.. 90.47%
Total..................... 100.00%

Changes:
• Added “Kills Pandemic...” statement

12.03.08 Overwrap – 75 count upright – NEW

anti-viral

Koreanax

anti-viral

Koreanax

75 3-PLY TISSUES 8.2 x 8.2 in / 20.8 x 20.8 cm

*formerly called swine flu

Influenza A 2009 H1N1 Pandemic

KILS

anti-viral

Koreanax

anti-viral

Koreanax

H1N1

*virus (formerly called swine flu)

Influenza A 2009 H1N1 Pandemic

KILS