



# Product Guide 2023





# all in FOR SKIN

From day one, it's up to all of us – nurses, parents and Pampers – to protect babies' fragile skin.



**New**

**PAMPERS MULTI-STRIPE WETNESS INDICATOR™**

That's why our latest innovation on Pampers® Swaddlers™ offers **three lines of wetness detection versus one**. This alerts nurses and parents earlier to **as little as 10mL of urine** for both boys and girls, regardless of baby's position.



Saves nurses' precious time and prevents waste, as there's no need to tear apart diapers to search for urine output



Moms can confidently and exclusively breastfeed



Early detection of soiled diapers helps nurses care for baby's fragile skin



Alleviates the worry of staying an extra night due to delayed discharge

“The journey from womb to world encompasses many transitions, especially in the first 24 hours of life. Healthcare providers are responsible for overseeing what and how an infant eats, and how elimination patterns unfold. Urine output has important clinical implications and acts as a proxy for adequate intake. The ability to safely and accurately detect urine output minimizes parental stress and optimizes timely discharge.”

– Charlotte Wool, PhD, RN, FAAN



# CLINICALLY PROVEN

## Gentle for Newborn Skin

Every detail of new Pampers® Swaddlers™ sets it apart for skin protection. That means our diapers are soft, gentle and safe for even the most fragile newborn skin.



HYPOALLERGENIC  
0%  
PARABENS/  
PARABENES  
& LATEX\*  
HYPOALLERGENIQUES

DERMATOLOGIST  
SKIN HEALTH ALLIANCE  
APPROVED



**New** PAMPERS MULTI-STRIPE WETNESS INDICATOR™

Three lines of detection versus one provides early, accurate detection of urine



ABSORB AWAY LINER™

Pulls wetness away from baby's skin



BLANKIE SOFT™ MATERIAL

Provides the ultimate in touchable softness



UMBILICAL CORD NOTCH

Protects baby's delicate belly with a contoured fit

\*No natural rubber



# Pampers® Swaddlers™ Diapers & Sensitive™ Wipes: Proven to Restore Skin pH & Help Prevent Redness Better Than Huggies®.<sup>1-4</sup>

In order to compare the impact of two different diaper and wipe regimens on erythema and skin pH, researchers conducted a randomized, IRB-approved, blinded two-test-product crossover-design study.

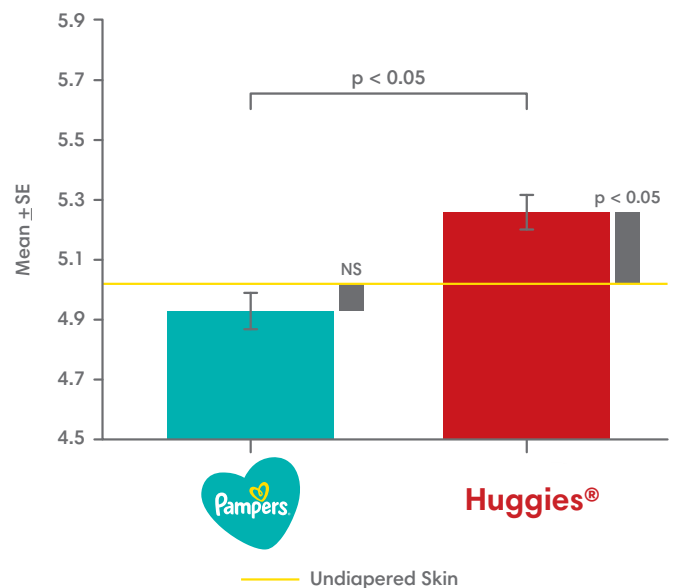
The study found that a regimen of Pampers® Swaddlers™ and Sensitive™ Wipes led to:

## 50% reduction in severe skin redness<sup>1,4</sup>

### 2X more redness-free babies where rash happens most<sup>1,3,4</sup>



### Significantly lowered & restored to undiapered skin pH<sup>1,2,4</sup>



<sup>1</sup>Based on Clinical studies performed with 2018-2019 regimens of Sizes 0 & 1 Pampers Swaddlers and Sensitive Wipes and Huggies Little Snugglers and Natural Care Wipes. | <sup>2</sup>The baseline pH shown for the Pampers regimen represents a non-statistically significant decrease in pH vs. undiapered skin. Gustin J, Carr AN, et al. Use of an emollient-containing diaper and pH-buffered wipe regimen restores skin pH and reduces residual enzymatic activity. *Pediatric Dermatology*. 2020;00:1-6. <https://doi.org/10.1111/pde.14169>. | <sup>3</sup>Visualization of perianal skin redness based on skin grading after 14 days of regimen use. | <sup>4</sup>Gustin J, Carr AN, et al. Improving newborn skin health: Effects of diaper care regimens on skin pH and erythema. *Pediatric Dermatology*. 2021;00:1-7. <https://doi.org/10.1111/pde.14602>

# Designed to Promote Healthy Skin



Pampers® Swaddlers™ Diapers



**New**

**Pampers Multi-Stripe Wetness Indicator™**  
Earlier detection of as little as 10mL of urine means baby doesn't have to sit in a soiled diaper for long. And it can detect watery stool too!



**Absorb Away Liner™**

Our proprietary diaper design has a topsheet that draws urine and runny stool away from baby's skin, and our super-absorbent core helps prevent urine from being transferred back to the skin.



**Barrier Ointment**

Clinically demonstrated to significantly decrease redness in the diapered area over the first week of product use vs. diapers without emollient.<sup>5</sup>  
(Available on sizes P1 through 7)



**Breathable Materials**

Designed for comfortable airflow and reduced humidity.



**Low-pH Buffering System**

Supports skin health by creating a naturally low pH environment that helps keep potentially harmful fecal enzyme activity at a minimum



**Gentle, Low-Friction Care**

A proprietary blend of fibers offers effective cleaning and a lower coefficient of friction than other options.<sup>6</sup>



**Clinically Proven Mild for Babies' Skin**

Dermatologically tested and hypoallergenic (free of parabens and natural rubber)

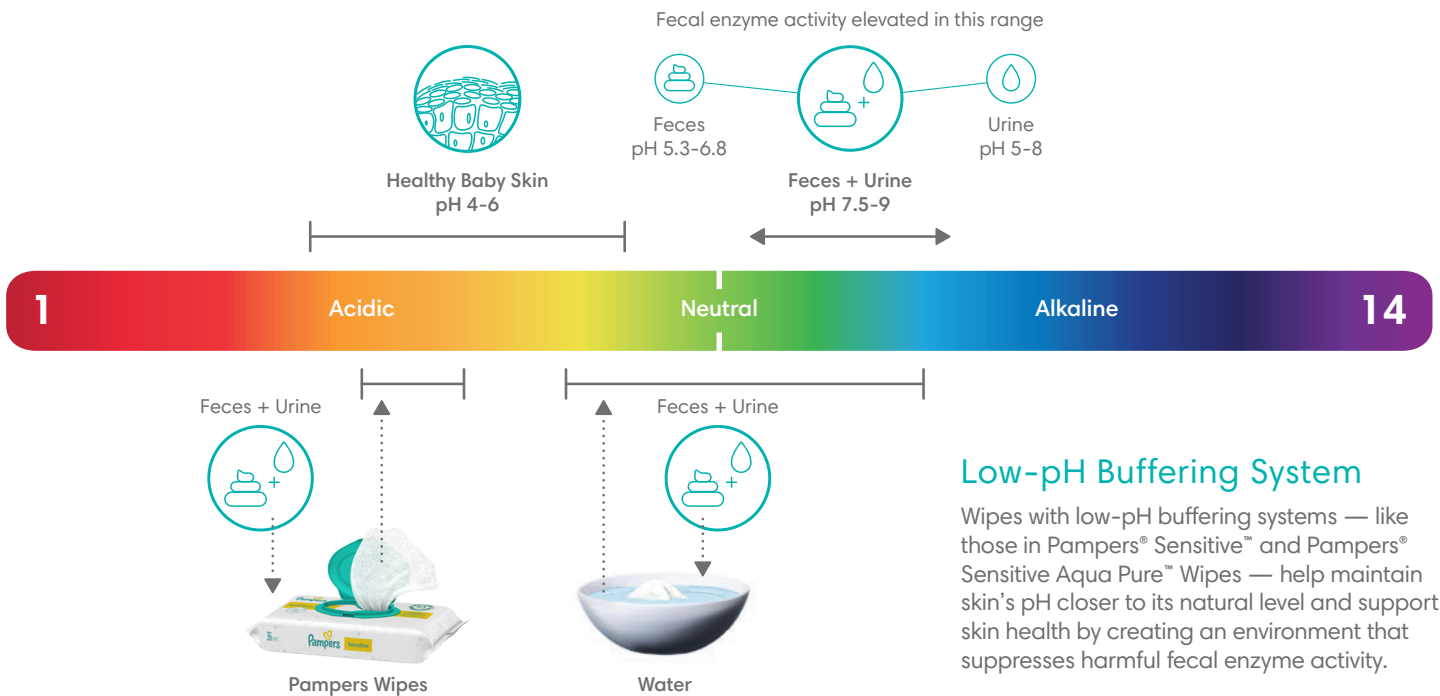


Pampers® Sensitive™ Wipes

<sup>5</sup>Odió et al. (2000) Dermatology 200:238-243. | <sup>6</sup>vs. Water Wipes® and Huggies Natural Care® Wipes; P&G data on file

# Wipes Can Be a Tool to Maintain pH Balance

One of the main causes of diaper rash is pH imbalance resulting from skin contact with urine and stool.<sup>1</sup> When mixed in a diaper, urine and stool have a pH between 7.5 and 9, which is considerably higher than the normal range of healthy skin (between 4 and 6). Baby wipes designed with pH in mind can help restore and maintain a more natural pH.<sup>2</sup>

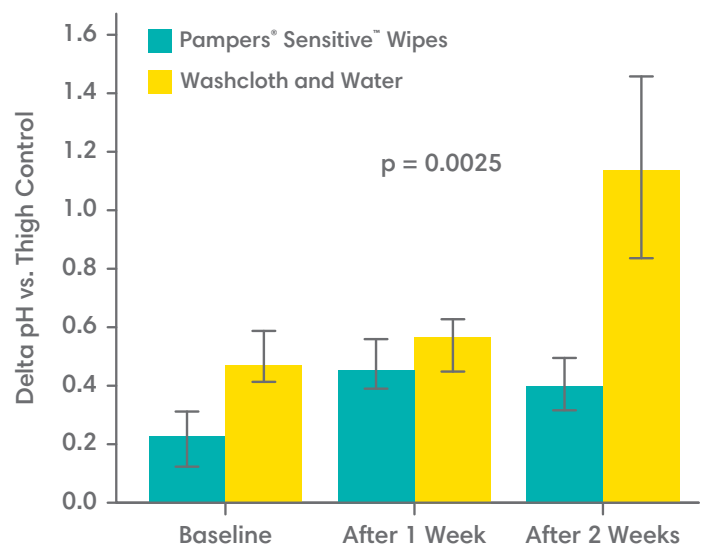


## Clinical Benefits vs. Washcloth & Water

Prestigious peer-reviewed publications<sup>3,4</sup> have documented the clinical benefits of pH-buffering wipes versus washcloth and water, and thought leaders in pediatric dermatology (and beyond) frequently cite this work.

A randomized, double-blinded, parallel-design, on-baby study found that Pampers® Sensitive™ Wipes maintained skin pH at healthy baseline levels, while washcloth and water actually raised skin pH.<sup>3</sup>

<sup>1</sup>Lambers H, Piessens S, Bloem A, Pronk H, Finkel P. Natural skin surface pH is on average below 5, which is beneficial for its resident flora. *International Journal of Cosmetic Science*. 2006; 28:359-370. | <sup>2</sup>Tsai TF, Maiback HI. How irritant is water? An overview. *Contact Dermatitis*. 1991; 41:311-314. | <sup>3</sup>Adam, R. (2009); *Pediatric Dermatology* Vol. 26 No. 5 506-513. | <sup>4</sup>C. Gelmetti, "Skin cleansing in children," *Journal of the European Academy of Dermatology and Venereology*, vol. 15, supplement 1, pp. 12-15, 2001. | <sup>5</sup>Ref. F. S. Afsar, "Skin care for preterm and term neonates," *Clinical and Experimental Dermatology*, vol. 34, no. 8, pp. 855-858, 2009. | <sup>6</sup>Blume-Peytavi U, Cork MJ, Faergemann J, Szczapa J, Vanaclocha F, Gelmetti C. Bathing and cleansing in newborns from day 1 to first year of life: recommendations from a European round table meeting. *Journal of the European Academy of Dermatology and Venereology*. 2009;23(7):751-759. | <sup>7</sup>No Benzyl Alcohol, Ethanol or Drying Alcohol | <sup>8</sup>Also referred to as MI or Kathon™



## Why Water Alone May Not be Enough

- Water is a poor cleaner, especially of oily substance found in stool and on skin<sup>4</sup>
- Skin is acidic. The pH of water is 7, which can raise skin pH and activate fecal enzymes<sup>5,6</sup>
- Washing with water alone can have a drying effect on infant skin<sup>6</sup>
- Water alone cannot stop bacteria from growing



## Pampers® Sensitive™ Wipes

- 97.5% purified water
- Helps maintain healthy skin, essential for overall health and wellness
- Hypoallergenic
- 1 Wipes Pop-Top dispensing

## Pampers® Aqua Pure™ Wipes



- 99% purified water
- Unique formulation for a gentle glide and low coefficient of friction on skin
- Hypoallergenic
- 1 Wipes Pop-Top dispensing

### Made WITH

#### Purified Water

Provides pure, effective cleaning

#### PEG-40 Hydrogenated Castor Oil

A gentle emulsifier that aids in the removal of soil from baby's bottom

#### Citric Acid and Sodium Citrate

Buffers the pH of the wipe to help maintain the natural pH balance of baby's skin

#### Sodium Benzoate

Prevents microbial contamination and has been tested and approved safe for babies

#### Disodium EDTA

Maintains the freshness of the wipe and prevents microbial contamination

#### Sorbitan Caprylate

A gentle emulsifier that enhances the preservative performance

#### Xanthan Gum

Improves the texture of the wipe formula and its feeling on baby's skin

#### Caprylic/Capric Triglyceride

Acts as a skin-conditioning agent as well as a gentle emulsifier

#### BIS-PEG/PPG-16/16 PEG/PPG-16/16 Dimethicone

Used as a gentle emulsifying and conditioning agent designed to promote baby's skin health

### Made WITH

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Provides pure, effective cleaning

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#### Disodium EDTA

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#### Sorbitan Caprylate

A gentle emulsifier that enhances the preservative performance

### Made WITHOUT

✘ Parabens

✘ Dye

✘ Ethanol/Rubbing Alcohol<sup>7</sup>

✘ Natural rubber latex

✘ Sulfates

✘ Fragrances

✘ Phenoxyethanol

✘ Methylisothiazolinone<sup>8</sup>



## Safety is Key

All of Pampers' baby wipes and their ingredients undergo rigorous testing to ensure they are safe, effective and gentle for babies' delicate skin. Every product we make must live up to the most demanding standards of all – yours.



## Hospital Exclusives for Preemie and Full-Term Newborns



### Preemie Swaddlers™

95% of NICU nurses recommend  
Pampers® Preemie Swaddlers™ Diapers.\*

Size	Child's Weight	# of Diapers per Case	UPC
P3	<1.8 lbs <800g	8 pkg/32ct = 256 diapers	98541
P2	<4 lbs <1800g	8 pkg/32ct = 256 diapers	39798
P1	<6 lbs <2700g	12 pkg/20ct = 240 diapers	04261



New

PAMPERS MULTI-  
STRIPE WETNESS  
INDICATOR™



### Swaddlers™

Clinically proven gentle for newborn skin.

Size	Child's Weight	# of Diapers per Case	UPC
N	<10 lbs <4.5 kg	12 pkg/20ct = 240 diapers	30374
1	8-14 lbs 4-6 kg	12 pkg/20ct = 240 diapers	06729

### Swaddlers Pure Protection™

Designed to protect and care for baby's delicate skin.

Size	Child's Weight	# of Diapers per Case	UPC
N	<10 lbs <4.5 kg	12 pkg/20ct = 240 diapers	90841
1	8-14 lbs 4-6 kg	12 pkg/20ct = 240 diapers	90842



\*Based on P2 - 2020 US In-Hospital New Diaper Performance

†The Seal of Cotton and Cotton Enhanced™ are trademarks of Cotton Incorporated. Cotton Enhanced™ soft outer cover contains 15% cotton.





## Swaddlers™

Blowout barrier helps prevent up to 100% of leaks, even blowouts.

Size	Child's Weight	# of Diapers per Case	UPC
2	12-18 lbs 5-8 kg	4 pkg/29ct = 116 diapers	CURRENT: 82842 NEW: 06555
3	16-28 lbs 7-13 kg	4 pkg/26ct = 104 diapers	82843
4	22-37 lbs 10-17 kg	4 pkg/22ct = 88 diapers	74958
5	27+ lbs 12+ kg	4 pkg/19ct = 76 diapers	74959
6	35+ lbs 16+ kg	4 pkg/16ct = 64 diapers	74961
7	41+ lbs 19+ kg	1 pkg = 44 diapers	79466



## Pure Protection™

Fragrance-free protection made with a soft, cotton enhanced† outer cover and other thoughtfully selected materials.

Size	Child's Weight	# of Diapers per Case	UPC
2	12-18 lbs 5-8 kg	4 pkg/29ct = 116 diapers	59570
3	16-28 lbs 7-13 kg	4 pkg/26ct = 104 diapers	59590
4	22-37 lbs 10-17 kg	4 pkg/22ct = 88 diapers	CURRENT: 59593 NEW: 08968
5	27+ lbs 12+ kg	4 pkg/19ct = 76 diapers	CURRENT: 59594 NEW: 08969



## Pampers® Sensitive™ Wipes

Designed to help maintain babies' naturally low skin surface pH.

# of Wipes per Case	UPC
8 pkg/56ct = 448 sheets	75414
12 pkg/36ct = 432 sheets	17116



## Pampers® Aqua Pure™ Wipes

Made with 99% purified water and 1% of our gentle cleansers

Visit [PampersProfessional.com](http://PampersProfessional.com) for more information.



## Easy Ups™

360° stretchy waistband for an underwear-like fit.

Size	Child's Weight	# of Diapers per Case	UPC
2T-3T	16-34 lbs 7-15 kg	4 pkg/25 ct = 100 pants	Girl: 76549 Boy: 76552
3T-4T	30-40 lbs 14-18 kg	4 pkg/22 ct = 88 pants	Girl: 76553 Boy: 76554
4T-5T	37+ lbs 17+ kg	4 pkg/18 ct = 72 pants	Girl: 76621 Boy: 76622



## Ninjamas™

LockAway Channels absorb and distribute wetness quickly for powerful protection.

Size	Child's Weight	# of Nighttime Underwear per Case	UPC
S/M	38-70 lbs 17-32 kg	4 pkg/14 ct = 56 pants	Girl: 62797 Boy: 62798
L	64-95+ lbs 29-43+ kg	4 pkg/11 ct = 44 pants	Girl: 62802 Boy: 62804

## Supportive Postpartum Care for Mom's Changing Body



### Always Discreet Underwear

24-48 HOURS FOLLOWING BIRTH (Lochia volume is highest)

Size	Mom's Weight	Case Size	UPC
S/M	100-190 lbs	2 pkg/16ct = 32 pants	00813
L	170-260 lbs	2 pkg/14ct = 28 pants	00815



### Always Overnight Pads

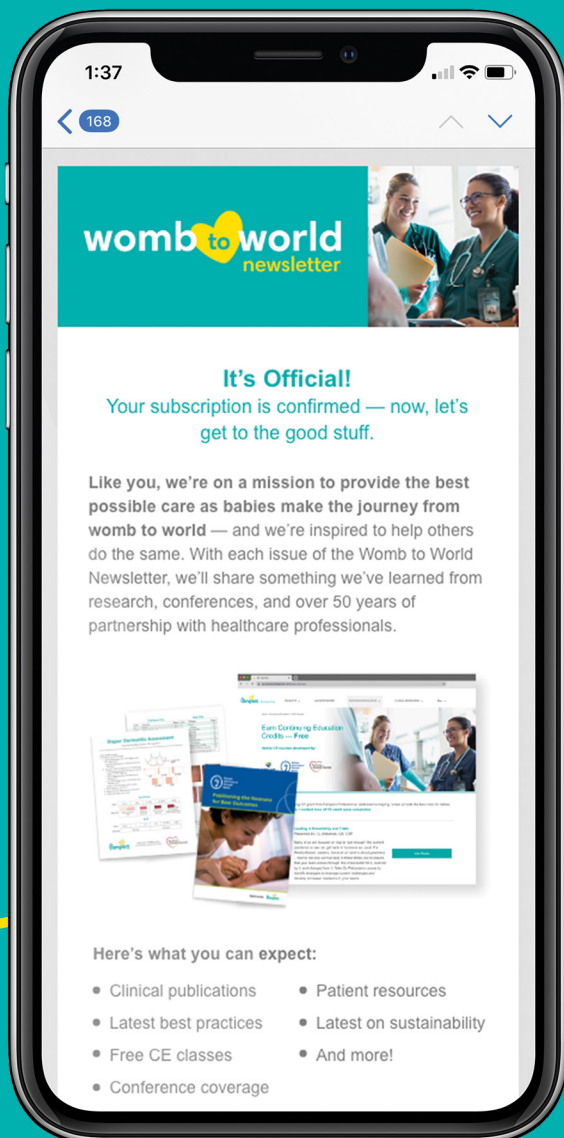
4-6 WEEKS FOLLOWING BIRTH (Lochia discharge continues)

Size	Case Size	UPC
5 Maxi	6 pkg/20ct = 120 pads	17902
4 Maxi	12 pkg/16ct = 192 pads	03498
4 Ultra Thin	CURRENT: 12 pkg/16ct = 192 pads NEW: 6 pkg/16ct = 96 pads	CURRENT: 03352 NEW: 03364

# womb to world newsletter

We believe that a strong partnership between families and professionals is essential for every baby's transition from womb to world. By providing the resources to understand and optimize all factors that influence a baby's care, we can create a more developmentally supportive environment and promote long-term health.

Subscribe to the Womb to World Newsletter to have the resources you need sent directly to you:



Free  
Continuing Education Classes

Pampers®  
Symposium Series Videos

Prenatal & Postnatal Resources  
for Families

Grant & Scholarship  
Opportunities

Clinical Publications  
& Laminates

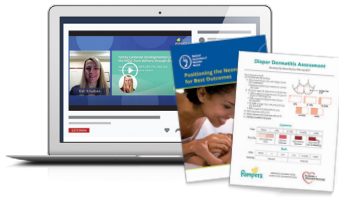


Scan the QR Code  
to Subscribe



# FREE Nurse & Patient Resources

Unlimited access to helpful tools and materials for healthcare providers and parents.



## Nurse Resources:

- Continuing Education Opportunities
- Clinical Publications & Studies
- Scholarships & Grants
- Pampers® Symposium Series



## Black Maternal Health Resources:

### Dr. Terri Resources

Dr. Terri Major-Kincade is a double board-certified pediatrician, neonatologist and health disparities expert. Her resource guides empower and support Black birthing parents and include links to organizations, access to care such as doulas, breastfeeding groups and more.

### Pampers Pregnancy Guide: Track Your Way Through Pregnancy

Includes "Potential Detours on Your Pregnancy Journey" to help educate on possible complications, signs and symptoms, including pre-eclampsia, gestational diabetes, premature labor and chronic hypertension.



## Prenatal & Postnatal Resources:

### Childbirth Education Video Series & Posters

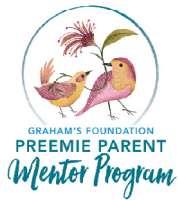
Healthy development for babies starts with strong education for parents. We partnered with the Childbirth Education Association to develop a series of comprehensive and engaging tools for online and hospital classrooms.

### Postpartum Resources from AWHONN

With support from Pampers®, the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) has launched a website full of free postpartum resources for nurses and families to navigate the fourth trimester and beyond.



## NICU Resources:



Preemie Parent Mentor Programs



Graham's Foundation NICU Support Cards

Available in 50-card packs



Graham's Foundation MyPreemie App Cards

Available in 50-card packs



Conversations With Your Baby: Understanding & Responding to Your Baby's Cues

Created in partnership with NANT

## Additional Resources:



Stool Color Cards

English and Spanish  
Available in 50-count tear pads



Crib Cards

English and Spanish (opposite sides)  
2.75" x 4.5" cards  
Available in 100-card packs



Feeding-Changing-Sleeping Tracker

Available in 50-count tear pads

Visit [PampersProfessional.com](https://PampersProfessional.com) to find ordering information and learn more about our free resources.

# Pampers Hospital Exclusives

## Mom Grab & Go Bags

Mom Grab & Go bags are available for **FREE** as a gift for patients who have recently delivered a baby. Each bag includes:

- Reusable fabric bag moms love
- Samples of products helpful for parents from hospital to home
- Money-saving coupons (excludes formula coupons/samples)
- Informative newborn literature



Available in a 50-count case

## Childbirth Education New Parents' Guide

To help parents feel confident and prepared, we developed a comprehensive and engaging guide for hospital classrooms.

Available in English and Spanish.

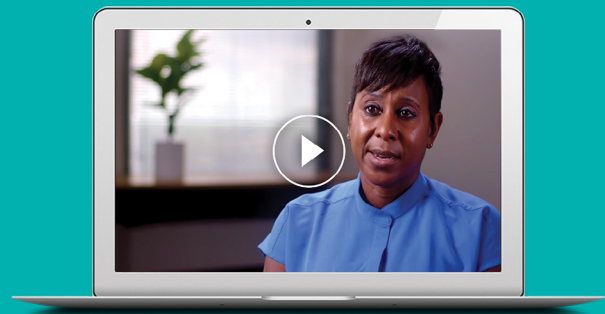
To order the guide:  
800-543-3331 | [pamperspro.im@pg.com](mailto:pamperspro.im@pg.com)



## Implicit Bias Training

Pampers joined forces with the March of Dimes to bring "Breaking Through Implicit Bias in Maternal Health Care" accredited training to more than 800 maternal-facing healthcare professionals at Ochsner Health in Louisiana.

To see if your hospital is a good fit if more training becomes available, email [pamperspro.im@pg.com](mailto:pamperspro.im@pg.com)



OchsnerHealth





# The Preferred Partner for Innovative Care

Our leadership position is the result of over 50 years of partnership with healthcare professionals and our shared mission of creating the best outcomes for babies, families and hospitals.

U.S. Hospitals  
#1 Choice<sup>1</sup>

U.S. Nurses  
#1 Choice<sup>2</sup>

U.S. NICU Nurses  
#1 Choice<sup>2</sup>

#1 Pediatrician Recommended Brand<sup>3</sup>

 1<sup>ST</sup>  
Disposable Diaper  
Used in Hospitals, 1971




 ~5,000  
Active & Pending  
Patents

 10,000+  
Nurse  
Interviews

 Extensive Clinical Research  
80+ Peer-Reviewed  
Clinical Safety Studies

 100+ Published  
Global Scientific Papers and Abstracts



-  We pledge to protect every baby's skin from day one.
-  We are committed to working with clinicians, scientists and healthcare professionals to further advocate for skin health science.
-  We vow to deliver innovation led by evidence-based practices while driving towards equitable healthcare for the special needs of neonates.

**Because every baby deserves a healthy, happy start from womb to world.**

<sup>1</sup>Based on sales of newborn hospital diapers and wipes | <sup>2</sup>vs. the leading competitor brand, among those with a preference | <sup>3</sup>Based on a 2021 survey of US & Canadian pediatricians

Partner With Pampers®

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