



Pediatric Research and Product Guide 2024



all in for HEALTHY SKIN

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



Blowout Barrier

Helps prevent up to 100% of leaks, even blowouts (sizes 2-7)

Umbilical Cord Notch

Protects baby's delicate belly with a contoured fit (sizes P1-2)

BreatheFree Liner™

Wicks wetness away from skin to help keep baby's skin dry and healthy

LockAway Channels™

Absorb wetness and locks it away from skin

*3-based on a 2023 survey of US & Canadian pediatricians.

The Advantages of a Pampers® Regimen



Pampers® Swaddlers™ and Sensitive Wipes: Designed to Promote Healthy Skin



Endorsed by the Skin Health Alliance

Independently reviewed and accredited as skin safe by the Skin Health Alliance



Clinically Proven Gentle

for baby's sensitive skin



Dermatologically Tested and Hypoallergenic

to ensure they are gentle against baby's skin

*No natural rubber



- ♡ 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.



Pampers® Swaddlers™ Diapers & Sensitive™ Wipes: Proven to Restore Skin pH & Help Prevent Redness Better Than Huggies®.¹⁻⁴

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.

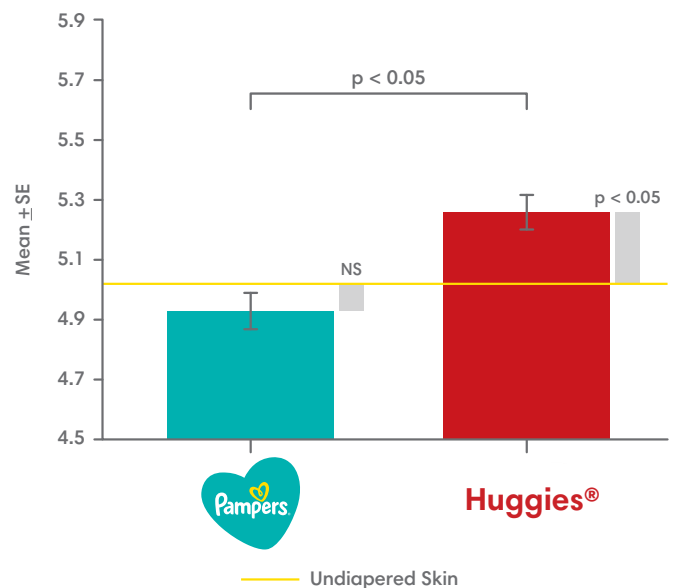
The study found that a regimen of Pampers® Swaddlers™ and Sensitive™ Wipes led to:

50% reduction in severe skin redness^{1,4}

2X more redness-free babies where rash happens most^{1,3,4}



Significantly lowered & restored to undiapered skin pH^{1,2,4}



¹Based 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. | ²The 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>. | ³Visualization of perianal skin redness based on skin grading after 14 days of regimen use. | ⁴Gustin 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



BreatheFree 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.⁵

(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.⁶



Clinically Proven Mild for Babies' Skin

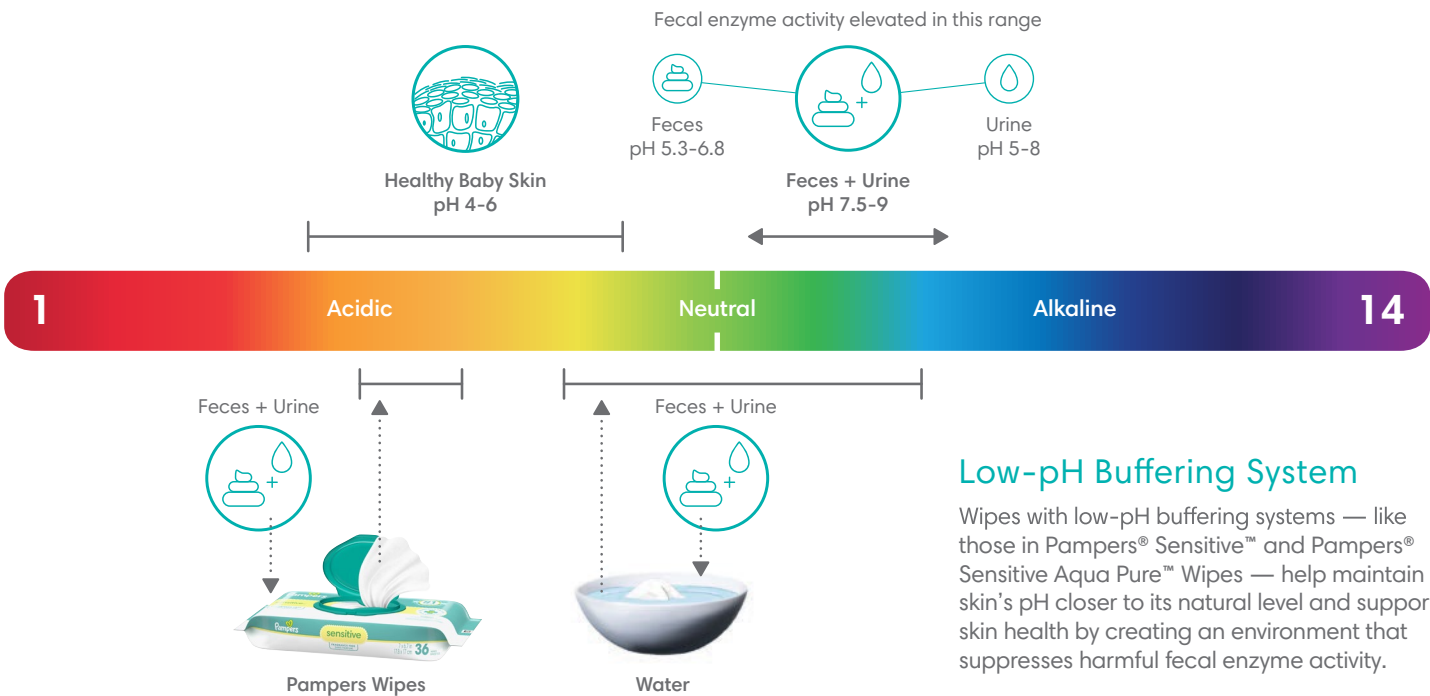
Dermatologically tested and hypoallergenic. (free of parabens and latex (natural rubber))



Pampers® Sensitive™ Wipes

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.¹ 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.²

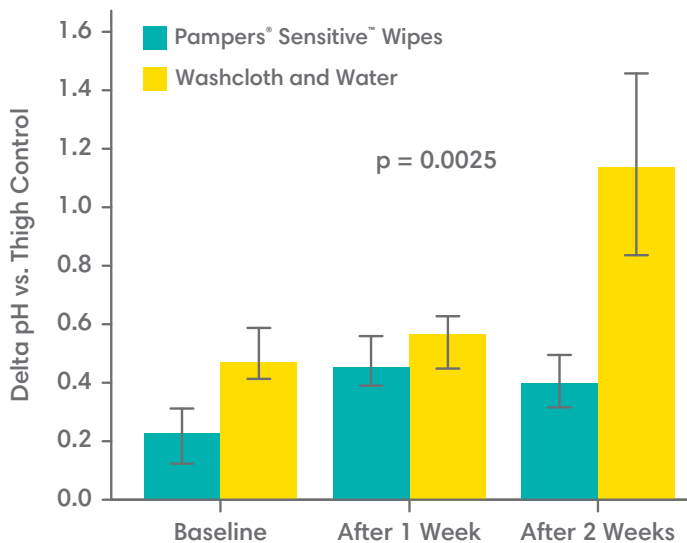


Clinical Benefits vs. Washcloth & Water

Prestigious peer-reviewed publications^{3,4} 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.³

¹Lambers 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. | ²Tsai TF, Maiback HI. How irritant is water? An overview. Contact Dermatitis. 1991; 41:311-314. | ³Adam, R. (2009): Pediatric Dermatology Vol. 26 No. 5 506-513. | ⁴C. Gelmetti, "Skin cleansing in children," Journal of the European Academy of Dermatology and Venereology, vol. 15, supplement 1, pp. 12-15, 2001. | ⁵Ref. F. S. Afsar, "Skin care for preterm and term neonates," Clinical and Experimental Dermatology, vol. 34, no. 8, pp. 855-858, 2009. | ⁶Blume-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. | ⁷No Benzyl Alcohol, Ethanol or Drying Alcohol | ⁸Also 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 skin⁴
- Skin is acidic. The pH of water is 7, which can raise skin pH and activate fecal enzymes^{5,6}
- Washing with water alone can have a drying effect on infant skin⁶
- Water alone cannot stop bacteria from growing



Pampers® Sensitive™ Wipes

Pampers® Aqua Pure™ Wipes



- 97.5% purified water
 - Helps maintain healthy skin, essential for overall health and wellness
 - Hypoallergenic
 - 1 Wipes Pop-Top dispensing
- 99% purified water
 - Unique formulation for a gentle glide and low coefficient of friction on skin
 - Hypoallergenic
 - 1 Wipes Pop-Top dispensing

Made WITH

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

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Sorbitan Caprylate

A gentle emulsifier that enhances the preservative performance

Made WITHOUT

✗ Parabens

✗ Dye

✗ Ethanol/Rubbing Alcohol⁷

✗ Natural rubber latex

✗ Sulfates

✗ Fragrances

✗ Phenoxyethanol

✗ Methylisothiazolinone⁸



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.



Pampers Products from Birth to Bedwetting



Swaddlers™

Blowout barrier. Helps prevent up to 100% of leaks, even blowouts (sizes 2-7)

| Size | Child's Weight | # of Diapers per Case | UPC |
|------|-----------------------|-------------------------------|-------------------|
| P1 | <6 lbs <2700g | 12 pkg/20 ct = 240 diapers | 04261 |
| N | <10 lbs <4.5 kg | 12 pkg/20 ct = 240 diapers | 30374 |
| 1 | 8-14 lbs 4-6 kg | 12 pkg/20 ct = 240 diapers | 06729 |
| 2 | 12-18 lbs 5-8 kg | 4 pkg/29 ct = 116 diapers | 06555 |
| 3 | 16-28 lbs 7-13 kg | 4 pkg/26 ct = 104 diapers | 82843 |
| 4 | 22-37 lbs 10-17 kg | 4 pkg/22 ct = 88 diapers | 74958 |
| 5 | 27+ lbs 12+ kg | 4 pkg/19 ct = 76 diapers | 74959 |
| 6 | 35+ lbs 16+ kg | 4 pkg/16 ct = 64 diapers | 74961 |
| 7 | 41+ lbs 19+ kg | 1 pkg = 44 diapers | 79466 |
| 8 | 46+ lbs 21+ kg | 1 pkg = 38 diapers | NEW: 09756 |



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 |
|------|-----------------------|-----------------------|-------------------------------------|
| N | <10 lbs <4.5 kg | 1 pkg = 76 diapers | CURRENT: 90841 NEW: 59605 |
| 1 | 8-14 lbs 4-6 kg | 1 pkg = 82 diapers | CURRENT: 90842 NEW: 59606 |
| 2 | 12-18 lbs 5-8 kg | 1 pkg = 74 diapers | CURRENT: 59570 NEW: 59607 |
| 3 | 16-28 lbs 7-13 kg | 1 pkg = 66 diapers | CURRENT: 59590 NEW: 59627 |
| 4 | 22-37 lbs 10-17 kg | 1 pkg = 58 diapers | CURRENT: 08968 NEW: 59643 |
| 5 | 27+ lbs 12+ kg | 1 pkg = 48 diapers | CURRENT: 08969 NEW: 59644 |



**Pampers®
Sensitive™ Wipes**

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

| # of Wipes per Case | UPC |
|----------------------------|-------|
| 8 pkg/56ct = 448 sheets | 75414 |

| # of Wipes per Case | UPC |
|-----------------------------|-------|
| 12 pkg/36ct = 432 sheets | 17116 |



**Pampers®
Aqua Pure™ Wipes**

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

Forbes

**BEST BABY WIPES
OVERALL**

Forbes

**BEST BABY WIPES
FOR SENSITIVE SKIN**

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



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 all-night leak 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/16 ct = 32 pants | 00813 |
| L | 170-260 lbs | 2 pkg/14 ct = 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 | 12 pkg/16ct = 192 pads | NEW: 12859 |

Visit [Pampers.com](https://www.pampers.com) for more information.

NINJAMAS

WHAT YOU NEED TO KNOW ABOUT BEDWETTING (NOCTURNAL ENURESIS)



Incidence in Children: It's Normal

Bedwetting (also known as nocturnal enuresis) is common. It affects 5 to 7 million children in the US over the age of 5, and 5% to 10% of children still wet the bed when they're 7 years-old.¹



A family history of enuresis is often present¹.

Nocturnal enuresis is more common in boys¹.



Know the Potential Causes

Several factors can contribute to bedwetting:



Genetic Factors

Common if one or both parents have a history of enuresis.²

Scientists have identified specific genes that cause enuresis.⁴



Bladder Development

When a child's bladder is smaller than average or underdeveloped, it can't hold as much urine that's produced overnight.^{3,5}



Hormone Imbalances

Antidiuretic hormone (ADH) causes the body to make less urine at night. If the body does not make enough ADH, it may make too much urine during sleep.^{4,5}



Sleep Disorders

Some doctors point to the deep sleep state or various sleep conditions (such as sleep apnea) to explain bedwetting.^{3,5}



Psychological Factors

Intense stress, life changes, or trauma can contribute to bedwetting regression.⁶



Tips for Parents

While bedwetting is not a serious problem and children normally grow out of it, it can contribute to feelings of embarrassment and stress for children and their parents.

Discreet disposable nighttime underwear can help children feel confident—whether in bed or on their next adventure.

Motivational Therapy

Reward children for dry nights and stress-free mornings. Empower children to take responsibility for their progress and reassure them along the way.⁶

Bladder Training

Practice bladder control. By encouraging children to hold their urine when they first get the urge to pee, it helps to build up their muscle strength over time.^{6,7}

Dry Bed Training

Wake children up at specific intervals throughout the night so they can go to the bathroom.⁶

Bedwetting Alarms

Utilize sensors that detect wetness within the underwear/diaper pant and sound an alarm to wake the child. Be patient as it can take 6 to 16 weeks of treatment to be effective.^{5,6}

Pharmacological Therapies

Treat with prescription medication – per a pediatrician’s recommendation and guidance – to temporarily resolve bedwetting symptoms.⁶

Nighttime underwear is an essential sidekick to any bedwetting management strategy

#1 PEDIATRICIAN recommended brand..



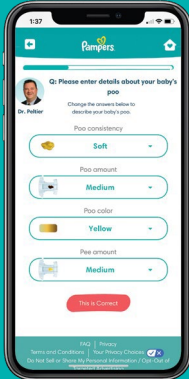
References: 1. BAIRD, D.C., et al. Enuresis in Children: A Case-Based Approach. Am Fam Physician. 2014;90(8):560-568. 2. Thiedke C. Nocturnal Enuresis. American Family Physician. 2003;67(7):1499-1506. 3. Bennett, HJ. [2015]. Waking up dry: A guide to help children overcome bedwetting. Elk Grove Village, IL, American Academy of Pediatrics. 4. Escoto, Marcella. Bedwetting (nocturnal enuresis). TeensHealth. December 2018. Retrieved from: <https://kidshealth.org/en/teens/enuresis.html#:~:text=Medical%20conditions,can%20be%20linked%20to%20enuresis.> 5. Mayo clinic website [https://www.mayoclinic.org/diseases-conditions/bed-wetting/symptoms-causes/syc-20366685.](https://www.mayoclinic.org/diseases-conditions/bed-wetting/symptoms-causes/syc-20366685) 6. Ramakrishnan K. Evaluation and treatment of enuresis. Am Fam Physician. 2008;78(4):489-496. 7. Peters, Brandon, Bladder training as a behavioral treatment for children. Verywellhealth. Dec. 1, 2019. Retrieved from: <https://www.verywellhealth.com/bladder-training-as-bedwetting-treatment-3015171#:~:text=Bladder%20training%20is%20a%20behavioral,the%20chance%20of%20accidents%20overnight.>



SCAN TO LEARN MORE

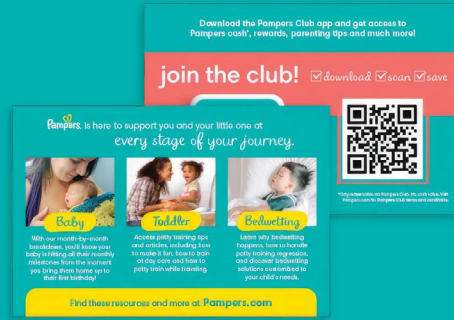
Pediatric Resources

Helpful tools and materials for healthcare providers and parents.



PooPee Analyzer

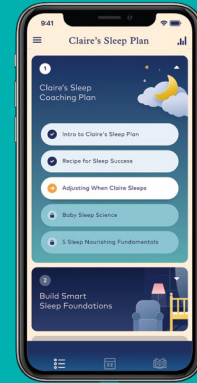
Give parents a better understanding of what to look for in their baby's diaper. The PooPee Analyzer is a free and easy-to-use tool that offers professional insights on what their baby's poo is telling them. All parents have to do is upload a photo, answer a few questions, and they will receive an analysis from pediatricians.



Pediatric Tear Pad

Free to your Pediatrics Office, these tear pads provide helpful guidance through every step of the parenting journey. From first-year milestone trackers to potty-training and bedwetting tips, the Pediatric Tear Pad offers a range of resources that covers the child's growth and development.

Available in 50-count tear pads.



Safe Sleep Coach App

Equip parents with the best tools and techniques to establish healthy infant sleep habits from day one. The Smart Sleep Coach App can create a custom sleep plan to support and improve the sleep of their baby.

Your patients can download the Pampers Club app and get access to Pampers cash*, rewards, parenting tips and much more!

join the club!



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Pampers Club™



*Only redeemable via Pampers Club. No cash value. Visit Pampers.com for Pampers Club terms and conditions.

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