



NINJAMAS

RESET THE ROUTINE WITH PAMPERS NINJAMAS...
GO TO BED FEELING CONFIDENT, SO YOU CAN WAKE UP FEELING NINJ-AWESOME!








EVENING ACTIVITY CHART

LEVEL UP YOUR SUPERPOWER:

EVERY PAMPERS NINJAMAS STAR HELPS YOUR BRAIN AND BODY GET READY FOR REST!



COLOUR IN THE STARS AS
YOU COMPLETE THE TASKS!

	M	T	W	T	F	S	S
 AVOID FOOD AND DRINK ..in the hour before bed.	★	★	★	★	★	★	★
 BATHTIME	★	★	★	★	★	★	★
 PJS ON If you're experiencing bedwetting, you can also wear Ninjamas under your PJs!	★	★	★	★	★	★	★
 BRUSH TEETH	★	★	★	★	★	★	★
 STORYTIME	★	★	★	★	★	★	★
 CONNECTION RITUAL* If you're experiencing bedwetting, remember it's not your fault - and nothing to feel embarrassed about	★	★	★	★	★	★	★
 GO TO THE TOILET	★	★	★	★	★	★	★

Reviewed and endorsed by



HOW TO USE THIS RESOURCE

Pampers Ninjamas has created this guide to help your child build a consistent nighttime routine, so they go to bed feeling confident and wake up feeling NIN-JAWESOME. Whether your child is starting school or needs help getting back into a routine after a holiday or sleepover, this chart supports creating a connected, calming evening with your child to support the bedtime routine.

ABOUT BEDWETTING

Bedwetting is more common than most people think.¹ In the UK, approximately half a million children and teenagers are prone to bedwetting.² While bedwetting affects many children throughout the year, research conducted by Pampers Ninjamas found it is more common at the start of the school year and after school holidays.³

THE IMPORTANCE OF A ROUTINE

Research shows that children with consistent bedtime routines are significantly more likely to sleep better and experience fewer nighttime disruptions.⁴

"Bedtime can be one of the most emotionally vulnerable parts of the day for a child, especially during transitional moments, such as starting school or returning after a holiday. Because bedtime isn't just about sleep – the child may feel that it's about separation. By gently moving through each step together, you're helping foster safety, connection, and confidence – soothing their nervous system ahead of a good night's sleep."

- Dr Kimberley Bennett

CONNECTION RITUAL*

Sit face-to-face with your child, or stand in front of a mirror as part of your bedtime routine. Invite them to say: "I'M PROUD OF MYSELF TODAY FOR..."

This practice gently builds self-worth, encourages reflection by both of you, and reminds your child that they are more than their actions – they are deeply loved for who they are.

ABOUT PAMPERS NINJAMAS

Pampers Ninjamas Pyjama Pants are a medical device to help children experiencing bedwetting to wake up feeling dry and confident. With instant absorption technology to lock away wetness instantly, Ninjamas offer 100% all-night leak protection (or your money back*). Pampers Ninjamas Pyjama Pants look and feel like underwear, with a 360° FormFit Belt that flexes and stretches, as well as Quietcloth material for a discreet and comfortable underwear-like fit.

*T&C's apply: Max 1 claim per household. Receipt required. Moneyback.pampers.co.uk

If these at-home interventions aren't working or your child has started wetting the bed again after 6 months of being dry, please speak to a healthcare professional.

This resource has been worked in partnership with child psychologist Dr. Kimberley Bennett. Kimberley qualified with a Doctorate in Child, Adolescent and Educational Psychology in 2012 and currently works for the education authority in Northern Ireland. She has a particular interest in the importance of relationships during the early years of childhood, and the parent-child relationship, in particular.



¹ <https://www.bbuk.org.uk/wp-content/uploads/2022/11/Understanding-bedwetting-enuresis-in-children-and-young-people-paediatric-Bladder-Bowel-UK.pdf>

² <https://www.cuh.nhs.uk/patient-information/nocturnal-enuresis-bedwetting-in-children/>

³ Research conducted by OnePoll on behalf of Pampers on 1000 adults with children aged 4-7 years old, July 2024

⁴ <https://pmc.ncbi.nlm.nih.gov/articles/PMC6587181/>