



# 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®<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.

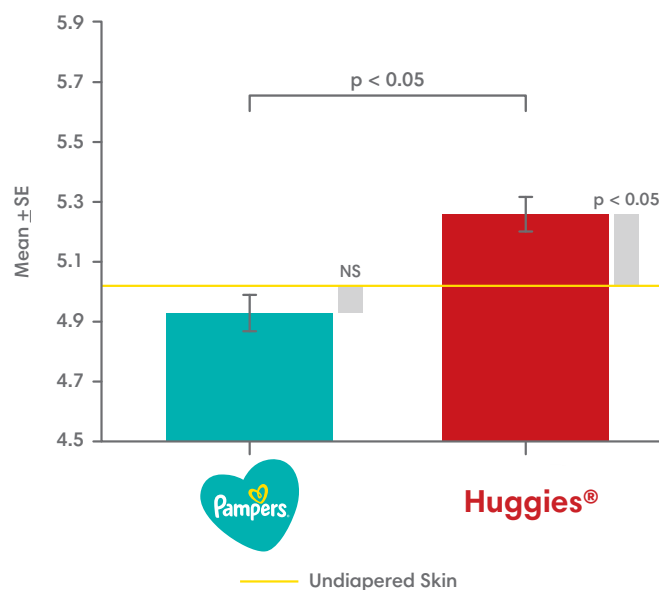
The study found that a regimen of Pampers® Swaddlers™ and Sensitive™ Wipes led to:

## 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



## 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.<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

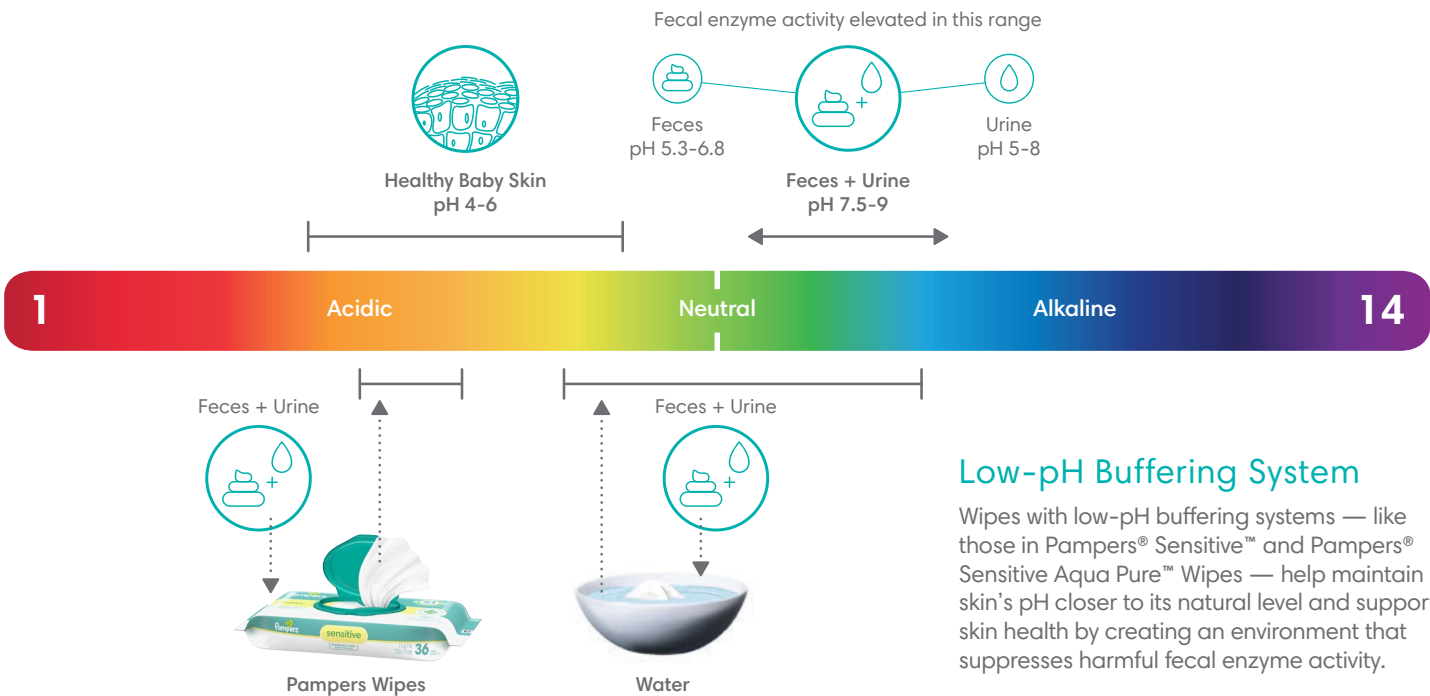
Dermatologically tested and hypoallergenic. (free of parabens and latex (natural rubber))



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.<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>

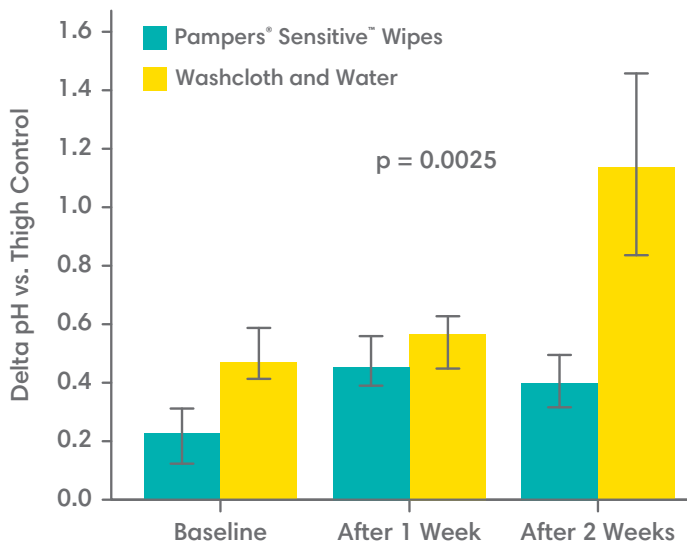


## Clinical Benefits vs. Washcloth & Water

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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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.



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



## Pampers® Sensitive™ Wipes

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

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

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



## 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	<b>NEW:</b> 12859

# 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.<sup>1</sup>



A family history of enuresis is often present<sup>1</sup>.



### Know the Potential Causes

Several factors can contribute to bedwetting:



#### Genetic Factors

Common if one or both parents have a history of enuresis.<sup>2</sup>

Scientists have identified specific genes that cause enuresis.<sup>4</sup>



#### Bladder Development

When a child's bladder is smaller than average or underdeveloped, it can't hold as much urine that's produced overnight.<sup>3,5</sup>



#### 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.<sup>4,5</sup>



#### Sleep Disorders

Some doctors point to the deep sleep state or various sleep conditions (such as sleep apnea) to explain bedwetting.<sup>3,5</sup>



#### Psychological Factors

Intense stress, life changes, or trauma can contribute to bedwetting regression.<sup>6</sup>

Nocturnal enuresis is more common in boys<sup>1</sup>.





## 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.<sup>6</sup>

### 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.<sup>6,7</sup>

### Dry Bed Training

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

### 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.<sup>5,6</sup>

### Pharmacological Therapies

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

**Nighttime underwear is an essential sidekick to any bedwetting management strategy**

**#1 PEDIATRICIAN** recommended brand..



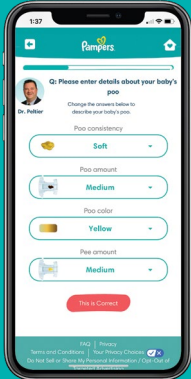
References: 1. BAIRD, D.C., et al. Enuresis in Children: A Case-Based Approach. Am Fam Physician. 2014;90(8):560-568. 2. Thiedke C. Nocturnal Enuresis. American Family Physician. 2003;67(7):1499-1506. 3. Bennett, HJ. [2015]. Waking up dry: A guide to help children overcome bedwetting. Elk Grove Village, 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

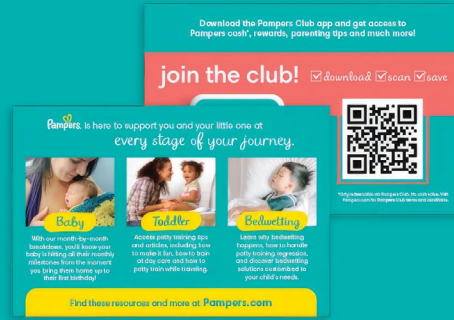
# Pediatric Resources

Helpful tools and materials for healthcare providers and parents.



## PooPee Analyzer

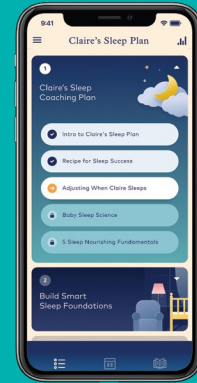
Give parents a better understanding of what to look for in their baby's diaper. The PooPee Analyzer is a free and easy-to-use tool that offers professional insights on what their baby's poo is telling them. All parents have to do is upload a photo, answer a few questions, and they will receive an analysis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