



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

The diaper is the first item of clothing a baby wears, and it needs to support fragile skin. The newest Pampers diaper offers clear detection for skin protection and gently cares for baby’s delicate, remarkable skin.



Parents Will Love New Pampers® Swaddlers™ because they are easy to use and give Mom and Dad peace of mind that they’re giving baby the best from day one.

Use this tool to talk with parents about these features when modeling care and diapering.

Barrier Ointment

helps to significantly decrease skin redness in the diapered area over just the first week of product use vs. diapers without emollient¹

Absorb Away Liner™

pulls wetness away from baby’s skin and our super absorbent core helps lock it in place

Umbilical Cord Notch

protects baby’s delicate belly with a contoured fit

Blankie Soft™ Material

gently wraps baby in blanket-like softness, proven to be gentle like satin on skin

Dual Leak-Guard Barriers

designed to minimize skin friction and gently seal around legs to ensure comfortable and exceptional leak protection

Back is Labeled

so there is no confusion



Overlapping Fasteners

attach to one another when necessary to provide a flexible fit for baby

Fit Guides

help provide customized fit and let you know when baby needs to move to the next size diaper as they grow out of the guides

New

Pampers Multi-Stripe Wetness Indicator™

turns blue when it’s time to change the diaper, for both boys and girls in any position



Endorsed by the Skin Health Alliance®

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

¹Odio et al. (2000) Dermatology 200:238-243.

*Hospitals – based on hospital sales data; Nurses – vs. other hospital brands, among those with a preference; Parents – based on retail sales.

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



Contact Pampers Professional to get a healthy skin regimen in your hospital
800-543-3331 | pamperspro.im@pg.com | PampersProfessional.com



- ♥ 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.