

# A Gift For New Parents

Brought to you by

**Pampers**®



**Scan to Receive  
Your Gift from  
Pampers\***

\*Must be expecting and not received previous sample. Canada only, age of majority. Limit 1. While supplies last.



A close-up photograph of a woman with dark hair, seen from the side, holding a newborn baby. The woman is smiling gently, and the baby is sleeping peacefully in her arms. The background is softly blurred, suggesting an indoor setting.

# You're about to become a great parent!

Congratulations on the little miracle that's about to come into your life!

We want to help you get ready for the big day, so we've asked Canadian neonatal nurses and our expert Pampers team for their most important tips on your journey.

**Don't forget to bring Pampers to the hospital!**

Your newborn baby will need on average 6 - 9 changes per day.

# Let's help you get there.

Neonatal nurses share these tips most often:

**You will be tired.** When baby is sleeping, you should be sleeping.

**Skin to skin contact with mom or dad** is important after delivery. Caress your baby as much as you can.

Your body may take some time to **get back to "normal."** After all, it took 9 months for your body to create this tiny miracle.

A portrait of a smiling woman, likely a neonatal nurse, with her hair styled in braids. She is wearing teal scrubs and has a stethoscope around her neck. The background is bright and out of focus.

## PACK THESE HOSPITAL ESSENTIALS

- Health card
- Water bottle
- Phone charger
- Pillow
- Hair tie
- At least 3 underwear
- Breastfeeding bra
- Breastfeeding blouse or shirt with buttons
- Pampers Diapers
- Pampers Wipes
- Diaper cream for baby
- Feminine Products
- Slippers
- Download an app to log babies feeding, voiding, & stooling

**See complete checklist at the back of this booklet!**



Choosing the right diaper?  
you got this!

We've got your baby's needs covered...



PURE



Packaging may vary

SWADDLERS



BABY-DRY



Packaging may vary

Up to 100%  
LeakProof Protection

#1 CANADIAN  
PEDIATRICIAN  
recommended brand.

0% Parabens  
& Latex  
(Natural Rubber)



Up to 12 Hours  
of Overnight  
Protection



Wetness  
Indicator



Our Best Skin  
Protection



Extra Softness



Adorable  
Prints



Premium  
Cotton



Plant-based  
Materials\*



Fragrance-Free



\*Plant-based and polypropylene fiber

# Is your baby wearing the right diaper size?

The **WRONG** diaper SIZE can lead to leaks & blowouts, discomfort and skin irritation.



## POSITION

The diaper should be just under the belly button



## FASTEN

The diaper straps should adhere within the indicators



## FIT

The leg cuffs wrap neatly around the baby's bottom without any gaps



## TIGHTNESS

When fastened, you can just about run two fingers around the waist

|                            | N        | 1          | 2           | 3           | 4           | 5        | 6        |
|----------------------------|----------|------------|-------------|-------------|-------------|----------|----------|
| <b>BABY'S WEIGHT</b>       | < 10 lbs | 8 - 14 lbs | 12 - 18 lbs | 16 - 28 lbs | 22 - 37 lbs | > 27 lbs | > 35 lbs |
| <b># DIAPERS PER DAY</b>   | 6 - 9    | 6 - 9      | 6 - 9       | 5 - 7       | 5 - 7       | 5 - 7    | 5 - 7    |
| <b>MONTHS IN EACH SIZE</b> | Up to 1  | Up to 2.5  | Up to 2.5   | Up to 10    | Up to 10    | Up to 14 | Up to 14 |



Packaging may vary

Find the size on the bottom left corner of the package.



# Wipes Uniquely designed for your baby



|  |   |   |   |
|--|---|---|---|
| 0% Alcohol, Parabens & Dyes              | ✓ | ✓ | ✓ |
| Dermatologically tested & hypoallergenic | ✓ | ✓ | ✓ |
| Fragrance-Free                           | ✓ | ✓ | ✓ |
| pH Balancing Lotion                      | ✓ | ✓ | ✓ |
| 99% Pure Water                           | ✓ |   |   |
| Premium Cotton                           | ✓ |   |   |
| Thicker and Extra Soft wipes             |   | ✓ |   |
| Our Simplest Formula                     | ✓ |   |   |

Use diapers and wipes together\* for healthy skin.

\*Sold separately



# Pampers Club

Start turning diapers into  
**rewards!**

Download  
the app now!



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## How to use the App to be rewarded



1.

Scan the code  
on purchased Pampers packs



2.

Collect points  
for every code scanned



3.

Get rewarded  
using your points

# Pampers is here for you!

Join us for **fun** and **informational content, exclusive offers** and to share your parenting moments using **#PampersCanada.**



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## Your I-got-this-covered checklist (once baby arrives)

By being totally prepared, you'll make baby's first few days in the world as comfy as only a mommy can. Remember also to pack all your *post-labour* needs for you and baby. Once all the bags are packed, keep them either in the car or by the door, so you'll be ready when baby is.

### For Mom & Baby: Post-Labour

- Pampers Diapers (at least 10)
- Pampers Wipes
- Breastfeeding blouse or shirt with buttons
- Heavy-duty maternity pads
- Underwear (at least 3)
- Bodysuits for Baby
- Diaper creams for Baby
- Blanket
- Car Seat
- Going Home Outfit for Mom
- Going Home Outfit for Baby
- Download an app to log babies feeding, voiding, & stooling

### For your birth partner:

As a birth partner you might also want to pack some basic things for your time supporting mom in the hospital.

- Snacks and water and change for hospital vending machines
- Phone, camera and video camera, plus chargers and batteries
- Clothes
- Toiletries
- Glasses or contact lenses
- Small pillow
- Entertainment books, a tablet, and a music player are all good options



## Kisses, cuddles & everything else you need to bring

You're so ready for the big day, but baby might show up early, so it's smart to have your baby hospital bag packed during month eight of your pregnancy—just in case. This checklist will help you prepare everything you'll need for you and baby.

### For Mom: Labour & Delivery

- Hospital paperwork, ID, and insurance card
- Birth plan (if you have one)
- Pen
- Bathrobe
- Nightgowns
- Socks
- Underwear (at least 3)
- Clothes
- Slippers and flip-flops
- Hair Tie
- Heavy-duty maternity pads
- Glasses or contact lenses (if you need them)
- Cosmetics and skin care products
- Toiletries
- Lip balm
- Waterbottle
- Body lotion or massage oil
- Water spray and sponge
- Comfortable pillow(s)
- Relaxing entertainment
- Eye mask and earplugs
- Phone charger
- Handouts & reference books
- Snacks and drinks

# Pampers®

#1 CANADIAN  
PEDIATRICIAN  
recommended brand.



Packaging may vary



Get ready for your  
bundle of joy with Pampers®