

# Hello Mommy!

Pampers® is happy to help you welcome the newest member of your family.



\* vs. leading competitor brand, among those with a preference;  
\*\* based on retail sales.

#1 Choice of  
Canadian  
Nurses\*, Moms  
and Dads\*\*

# You're about to become a great mom!

**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. Also, we've included special offers and coupons just for you. Be sure to download the Pampers Club app onto your smart phone and register to earn rewards from every Pampers diaper or Pampers wipes purchase.



# Let's help you get there.

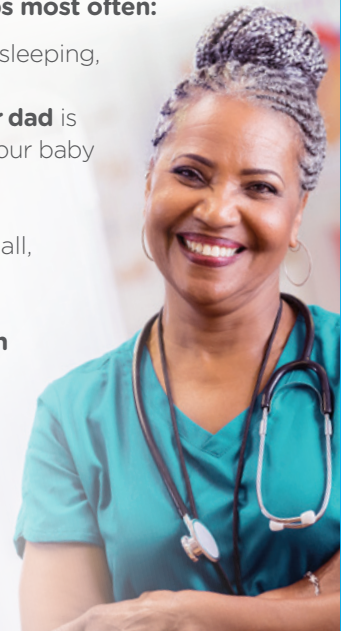
**Neonatal nurses share these tips most often:**

**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.

Ask relatives/family to **visit when you get home and not at the hospital.** At the hospital, you'll be focused on you and baby. A hospital is a busy place, and multiple visitors may not be allowed.



## 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** (Don't worry, Pampers has you covered with the **FREE sample** included.)
-  **Pampers Wipes**
- Diaper cream for baby
- Feminine Products
- Slippers
- Download an app to log babies feeding, voiding, & stooling

# Choosing the right diaper? **you got this!**

# You'll do motherhood **like a pro.**

If you're feeling nervous and unsure of how to care for your newborn baby, rest assured that you're not alone; every new Mom feels this way at some point. Here are some helpful hints on taking care of your baby during the first weeks of motherhood.

If your baby's skin is red around the diaper when you change it, it's either fastened too tightly or your baby is ready for the next biggest size. You should be able to fit two fingers snugly between the diaper and their stomach.

If you start to experience frequent leaks, it might be time to move up to the next diaper size. Luckily, there's a diaper for every baby.


## WHAT TO LOOK FOR:



Pampers is the *only* diaper that locks away wetness into 3 Extra Absorb Channels, **keeping your baby dry for up to 12 hours of overnight protection.**

## Not all babies are the same

Choose the right diaper size for you.

						
<b>N</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
up to 10 lbs	8-14 lbs	12-18 lbs	16-28 lbs	22-37 lbs	27+ lbs	35+ lbs

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



# You show your love & care in every touch.

Baby's skin is sensitive and even the best diapers need to be changed to protect it, so to help avoid rash, change your baby's diapers regularly. What you may not realize is that your baby's skin is also porous, like a sponge which means whatever wetness your baby's diaper doesn't absorb, will be absorbed by their skin.

Help keep your baby's skin dry with Pampers' unique technology. Extra Absorb Channels™ distributes wetness evenly while our Absorb Away Liner™ wicks away moisture and mess into three layers of absorbency. Pampers provides up to 12 hours of protection, keeping your baby dry and comfortable all night long.

All Pampers diapers are hypoallergenic and contain

**0% Chlorine Bleaching Latex\*\* Parabens**

\*\*natural rubber

# Uniquely designed for your baby

Baby Wipes are essential in caring for newborn baby skin. From soiled bottoms to messy hands, the main reason moms use baby wipes is their ability to clean up messes quickly, conveniently and gently. Pampers Sensitive Baby Wipes deliver gentle but effective cleaning through its soft, cloth-like material combined with a water-based lotion.



## **Dermatologically tested and hypoallergenic.**

Clinically proven to be gentle against your baby's skin.



## **Free of alcohol, parabens, phenoxyethanol, and dyes.**

Specifically designed with your baby's skin needs in mind.



## **As mild as washcloth and water.**

Ideal for baby's sensitive skin.



## **Our thickest and extra soft wipes.**

20% thicker to help clean delicate skin.

Trust the  
**#1 Sensitive Wipe\***

\* based on U.S./Canada "Sensitive" nationally branded sales.



ADVERTISEMENT

# Congratulations!

Prepare for your new arrival  
with a baby registry on

**amazon.ca**



## 15%

### Welcome Baby Discount

Prime members can save 15%<sup>†</sup> on remaining baby products in their registry as their due date approaches.

## 20% off

### Diaper Deliveries

Once baby arrives, Prime members save 20% on diapers with scheduled deliveries, saving approximately \$100 annually\*\*

Receive a free welcome gift  
and register for all things baby and  
mom-to-be at **AMAZON.CA/HELLOBABY**

<sup>†</sup>\$200 maximum savings. Non-Prime members save 10%. <sup>\*\*</sup>Savings based upon annual diaper spend of \$550

## Enjoy the little moments!

Rest easy! As a new mom, it's perfectly normal to have worries. Pampers has you covered with plenty of tips to help you care for your adorable newborn!

VISIT US AT

<https://www.pampers.ca/en-ca/newborn-baby>  
TO FIND OUR NEWBORN BABY TIPS



CARE



SLEEP



PLAYTIME



DEVELOPMENT



## 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

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



## 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

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

### 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.

- |  |   |
|--|---|
| <input type="checkbox"/> Snacks and water and change for hospital vending machines   | <input type="checkbox"/> Toiletries   |
| <input type="checkbox"/> Phone, camera and video camera, plus chargers and batteries | <input type="checkbox"/> Glasses or contact lenses  |
| <input type="checkbox"/> Clothes   | <input type="checkbox"/> Small pillow   |
|  | <input type="checkbox"/> Entertainment books, a tablet, and a music player are all good options |



#1 Choice of Canadian  
Nurses\*, Moms and Dads\*\*



Get ready for your bundle of joy with Pampers®.

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\*\* based on retail sales.

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