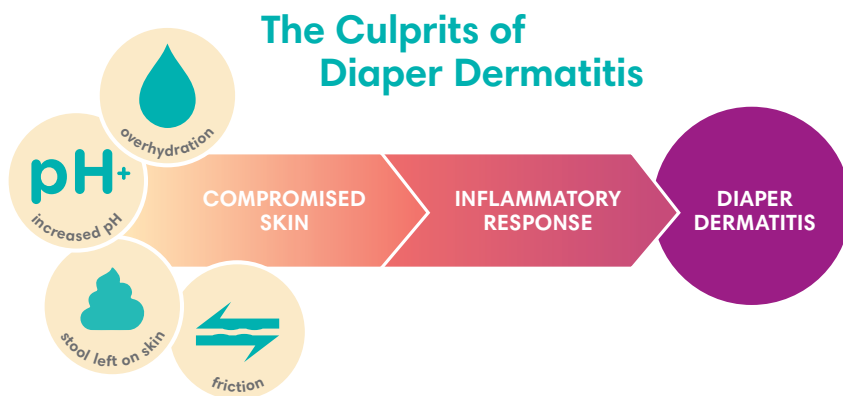


Diaper Dermatitis 101



70% of healthy babies
experience diaper dermatitis within the first week of life.¹

Knowing the culprits and contributing factors of diaper dermatitis can help reduce the risk.



did you know?

The term diaper dermatitis describes a rash that occurs in the diapered area. However, **diaper dermatitis is not caused by the diaper**, but by external factors within the diapered area.

Contributing Factors

What is happening to baby (complications/interventions):

- Antibiotic/Prescription use
- Allergies
- Change in diet or fortification
- Opioids
- Under-developed skin
- Diarrhea/Frequency of loose stooling events

How You Can Help

Introduce a preventative skin care protocol:²



Keep skin
clean & dry



Change diapers
frequently



Expose
to air



Apply a thick
layer of
diaper cream



Gently clean
skin with pH
buffered wipes



Use super-absorbant
disposable diapers

There is a significant opportunity to manage diaper dermatitis to improve outcomes.
Scan QR code to access FREE resources on how to manage diaper dermatitis.



¹ Visscher MO, Chatterjee R, Munso KA, Bare DE, Hoath SB. Development of diaper rash in the newborn. *Pediatric Dermatology*. 17, 1:52-57, 2000.
² Blume-Peytavi U, Kanti V. Prevention and treatment of diaper dermatitis. *Pediatr Dermatol*. 2018;35:s19-s23. <https://doi.org/10.1111/pde.13495>

How Pampers Diapers & Wipes keep skin healthy



Used by 50 million babies every day, Pampers diapers and wipes — **with 7 skin protecting features** — are designed to mitigate the risks caused by diaper dermatitis.

Pampers® Swaddlers™ Diapers

1. **Absorb Away Liner™**: pulls wetness away from baby's skin and locks it in, reducing excess skin hydration.
2. **Absorbent Core**: absorbs effectively and locks away irritants to help prevent skin overhydration and mitigate the risk of increased pH.
3. **Barrier Ointment**: clinically demonstrated to significantly decrease redness in the diapered area over the first week of product use vs. diapers without emollient.³ (Sizes P1-8)
4. **Breathable Materials**: designed for comfortable airflow and reduced humidity.
5. **Soft Inside and Out**: to reduce irritation created from friction.



Pampers® Sensitive™ Wipes

6. **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.
7. **Gentle, Low-Friction Care**: a proprietary blend of fibers offers effective cleaning and a lower coefficient of friction than other options.⁴



³ Odio et al. (2000) Dermatology 200:238-243

⁴ Vs. Water Wipes® and Huggies Natural Care® Wipes; P&G data on file.

• Based on a 2023 survey of US & Canadian pediatricians.