

# DIAPER RASH 101

## IT HAPPENS: BABIES GET DIAPER RASH

Diaper rash is **the most common skin problem** among infants and young children.



**MORE THAN HALF** of babies between 4 and 15 months of age develop diaper rash at least once in a 2-month period.



**NEARLY ALL** babies will get at least one diaper rash before they are potty trained.

### ! WHEN TO CALL THE DOCTOR

Mild cases clear up on their own within 3 to 4 days with treatment. If a rash is severe, or does not improve contact your doctor's office.

## Symptoms

Slightly red, irritated skin inside diaper area

Raw, bleeding or open sores inside the diaper area

MILD



SEVERE

## Causes

- 1 Irritants in BM and urine
- 2 pH changes in skin
- 3 Wet skin
- 4 Friction of diaper rubbing on wet skin



Occurs most often when:

- baby has diarrhea
- eating new or solid foods
- taking antibiotics

# 6

## STEPS TO TREAT AND PROTECT AGAINST DIAPER RASH



Keep skin clean and pat dry



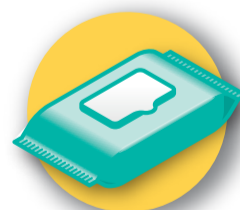
Change diapers frequently



Expose skin to air frequently



Apply a thick layer of diaper cream



Gently clean skin with baby wipes



Use super-absorbent disposable diapers

### Did You Know?

Since disposable diapers were introduced in the 1960s, improvements and innovation have helped reduce the severity of diaper rash by 50%.



**Pampers**