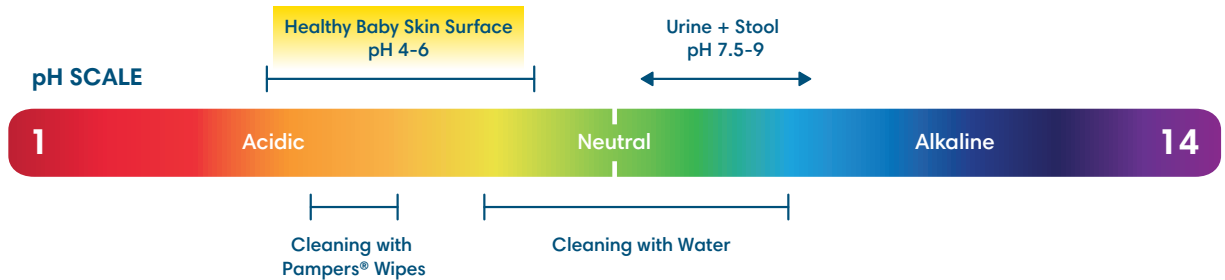


# Understanding pH Balance for Healthy Baby Skin



- Healthy baby skin surface is naturally balanced at an acidic pH (4-6), NOT at a neutral pH.<sup>1</sup>



- Diapered skin is exposed to elevated pH and irritants from urine and stool. Digestive enzymes in stool break down the skin barrier, and their activity is increased when pH is elevated.<sup>2,4</sup>

## CLEANING METHOD IS IMPORTANT

- Wiping with water does not restore skin surface pH to optimal levels.<sup>3</sup>
- Wipes with low-pH buffering systems — like those in Pampers Sensitive™ and Pampers® Aqua Pure™ Wipes — help to maintain healthy baby skin surface pH and create an environment that suppresses harmful fecal enzyme activity.<sup>3</sup>

# all in FOR HEALTHY SKIN

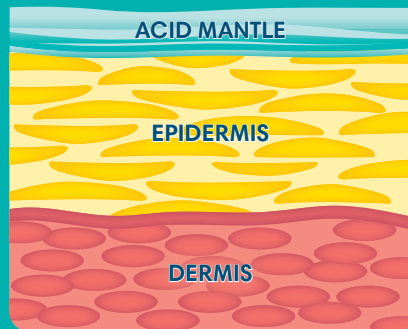
From day one, it's up to all of us to protect babies' fragile skin. Below are some key points you can share with parents for keeping baby's skin healthy.

**Baby's skin develops an acid mantle within the first several days of life.<sup>1</sup>**

- The acid mantle defends against skin infection.<sup>1</sup>
- Healthy skin surface pH is acidic (between 4-6).<sup>1</sup>

**Maintaining healthy skin pH helps protect against rash.<sup>3</sup>**

- Baby wipes that are pH optimized can help maintain healthy skin pH levels.<sup>3</sup>
- Diapers can aid in keeping skin healthy too.<sup>4</sup> Choose high-performing products that pull and keep mess away from the skin.



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<sup>1</sup>Visscher MO, et al. *Pediatric Dermatology* 2000; 17: 45- 51. <sup>2</sup>Andersen PH, et al. *Contact Dermatitis* 1994; 30(3): 152-8.

<sup>3</sup>Adam, R, et al. *Pediatric Dermatology* 2009; 26(5): 506-13. <sup>4</sup>Oodio M, Thaman L. *Pediatric Dermatology* 2014;31(Suppl 1): 9-14.  
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