





WHAT'S BEST FOR BABY: WHY WATER MAY NOT BE ENOUGH

Why Water Alone May Not be Enough

While water is a foundational component of baby wipes, water alone is not optimal to support baby's skin.

Ingredient Category	Purpose	Pampers Wipes	Water Alone
 Emulsifiers	Remove irritants from urine and stool	Contain water and emulsifiers to remove both water-soluble and oily mess	Poor cleaner, especially of oily substance found in stool and on skin ¹
 pH Buffering System	Skin is acidic, ranging from 4-6	Include a pH buffering system to support skin's acidic pH	pH of water = 7 and has poor pH-buffering action ²
	Enzymes in stool are more active at high pH and can cause diaper dermatitis	Remove fecal enzymes and contain acidic pH buffers to inactivate fecal enzymes	Poor cleaner and the higher pH can activate fecal enzymes ³
 Conditioners	Help restore skin appearance and improve feel	Soft with conditioners to gently glide across skin	Washing with water alone can have a drying effect on infant skin ³
 Preservatives	Inhibit the growth of germs	Inclusion of a mild preservative to help prevent the growth of germs	Cannot stop germs from growing

¹ C. Gelmetti, "Skin cleansing in children," *Journal of the European Academy of Dermatology and Venereology*, vol. 15, supplement 1, pp. 12-15, 2001. | ² Ref. F. S. Afsar, "Skin care for preterm and term neonates," *Clinical and Experimental Dermatology*, vol. 34, no. 8, pp. 855-858, 2009. | ³ Blume-Peytavi U, Cork MJ, Faergemann J, Szczapa J, Vanaclocha F, Gelmetti C. Bathing and cleansing in newborns from day 1 to first year of life: recommendations from a European round table meeting. *Journal of the European Academy of Dermatology and Venereology*. 2009;23(7):751-759.

Cleaning Germs, Inhibiting Germs

Wipes that lack ingredients to suppress the growth of germs, have reduced shelf life, and can allow contamination after use.

Why It Matters

- ✗ Germs (including mold) can grow upon opening pack; even invisible ones
- ✗ Packs cannot be put in isolette or transferred to wipes warmer
- ✗ Added inconvenience; open date needs to be tracked
- ✗ Wipes not used by expiration date should be discarded, leading to potential waste



Our Promise

At Pampers, we won't ship anything until it's been proven to be safe. Every product we make must live up to the most demanding standards of all – yours. Therefore, we focus less on the number of ingredients and more on what the ingredients do to support healthy infant skin.

What is in Pampers® Sensitive Wipes

Ingredient Category	Ingredient	Function
Emulsifiers	Xanthan Gum	Improves the texture of the product and its feeling on the skin
	Sorbitan Caprylate	Helps remove oily mess and acts as a skin-conditioning agent
	PEG-40 Hydrogenated Castor Oil	Helps remove oily mess and acts as a skin-conditioning agent
pH Buffering System	Citric Acid	Helps restore the skin's natural pH balance
	Sodium Citrate	
Conditioners	Water	Maximizes cleaning when combined with other ingredients
	Isoamyl Laurate	Helps restore skin appearance and feel
Preservatives	Sodium Benzoate	Prevents contamination
	Disodium EDTA	Prevents the deterioration of the product

What is Not in Pampers® Sensitive Wipes

- ✗ Parabens
- ✗ Dye
- ✗ Ethanol/Rubbing Alcohol
- ✗ Natural rubber latex
- ✗ Sulfates
- ✗ Fragrances
- ✗ Phenoxyethanol
- ✗ Methylisothiazolinone

Safety is Key

All of Pampers' baby wipes and their ingredients undergo rigorous testing to ensure they are safe, effective, and gentle for babies' delicate skin. Every product we make must live up to the most demanding standards of all – yours.



#1 CANADIAN
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Not All Diapers and Wipes Are Created Equal

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pgprofessional.im@pg.com | PGsciencebehind.com/en-ca/pampers