



# Pediatric Research and Product Guide 2022





# all in for HEALTHY SKIN

Every detail of Pampers® Swaddlers™ sets it apart for skin protection. That means our diapers are soft, gentle and safe for even the most fragile newborn skin.



## Blankie Soft™ Material

Our softest ever to comfort baby's skin

## Umbilical Cord Notch

Protects your baby's delicate belly with a contoured fit

## BreatheFree Liner™

Wicks wetness away from skin to help keep baby's skin dry and healthy

## LockAway Channels™

Absorb wetness and lock it away from skin

## The Advantages of a Pampers® Regimen



Pampers® Swaddlers™ and Sensitive Wipes: Designed to Promote Healthy Skin



### Endorsed by the Skin Health Alliance

Independently reviewed and accredited as skin safe by the Skin Health Alliance



### Clinically Proven Gentle

for baby's sensitive skin



### Dermatologically Tested and Hypoallergenic

to ensure they are gentle against baby's skin

\*No natural rubber



- ♥ We pledge to protect every baby's skin from day one.
- ♥ We are committed to working with clinicians, scientists and healthcare professionals to further advocate for skin health science.
- ♥ We vow to deliver innovation led by evidence-based practices while driving towards equitable healthcare for the special needs of neonates.

**Because every baby deserves a healthy, happy start from womb to world.**



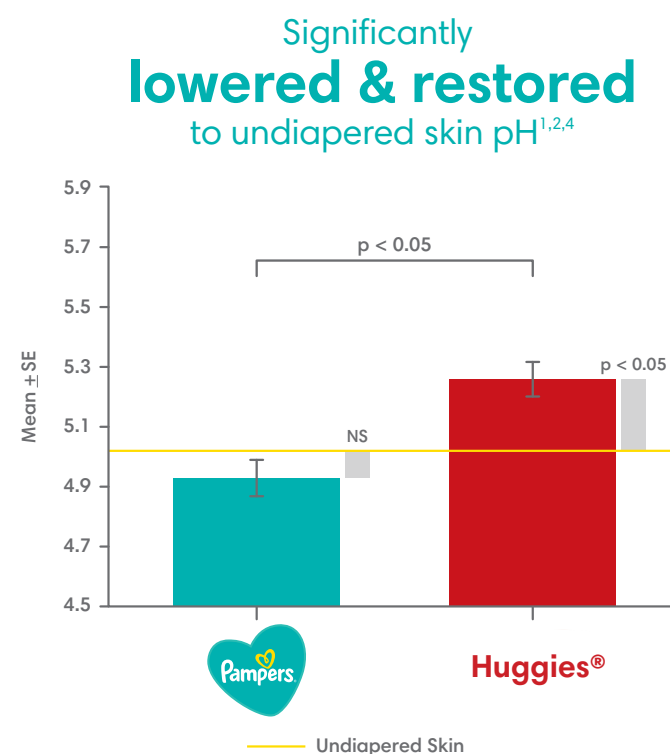
# Pampers® Swaddlers™ Diapers & Sensitive™ Wipes: Proven to Restore Skin pH & Help Prevent Redness Better Than Huggies®.<sup>1-4</sup>

In order to compare the impact of two different diaper and wipe regimens on erythema and skin pH, researchers conducted a randomized, IRB-approved, blinded two-test-product crossover-design study.

The study found that a regimen of Pampers® Swaddlers™ and Sensitive™ Wipes led to:

## 50% reduction in severe skin redness<sup>1,4</sup>

## 2X more redness-free babies where rash happens most<sup>1,3,4</sup>



Pampers® Swaddlers™ Diapers



### BreatheFree Liner™

Our proprietary diaper design has a topsheet that draws urine and runny stool away from baby's skin, and our super-absorbent core helps prevent urine from being transferred back to the skin.



### Barrier Ointment

Clinically demonstrated to significantly decrease redness in the diapered area over the first week of product use vs. diapers without emollient.<sup>5</sup>

(Available on sizes P1 through 7)



### Breathable Materials

Designed for comfortable airflow and reduced humidity.



### 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



### Gentle, Low-Friction Care

A proprietary blend of fibers offers effective cleaning and a lower coefficient of friction than other options.<sup>6</sup>



### Clinically Proven Mild for Babies' Skin

Dermatologically tested and hypoallergenic (Free of parabens and latex (natural rubber))



Pampers® Sensitive™ Wipes

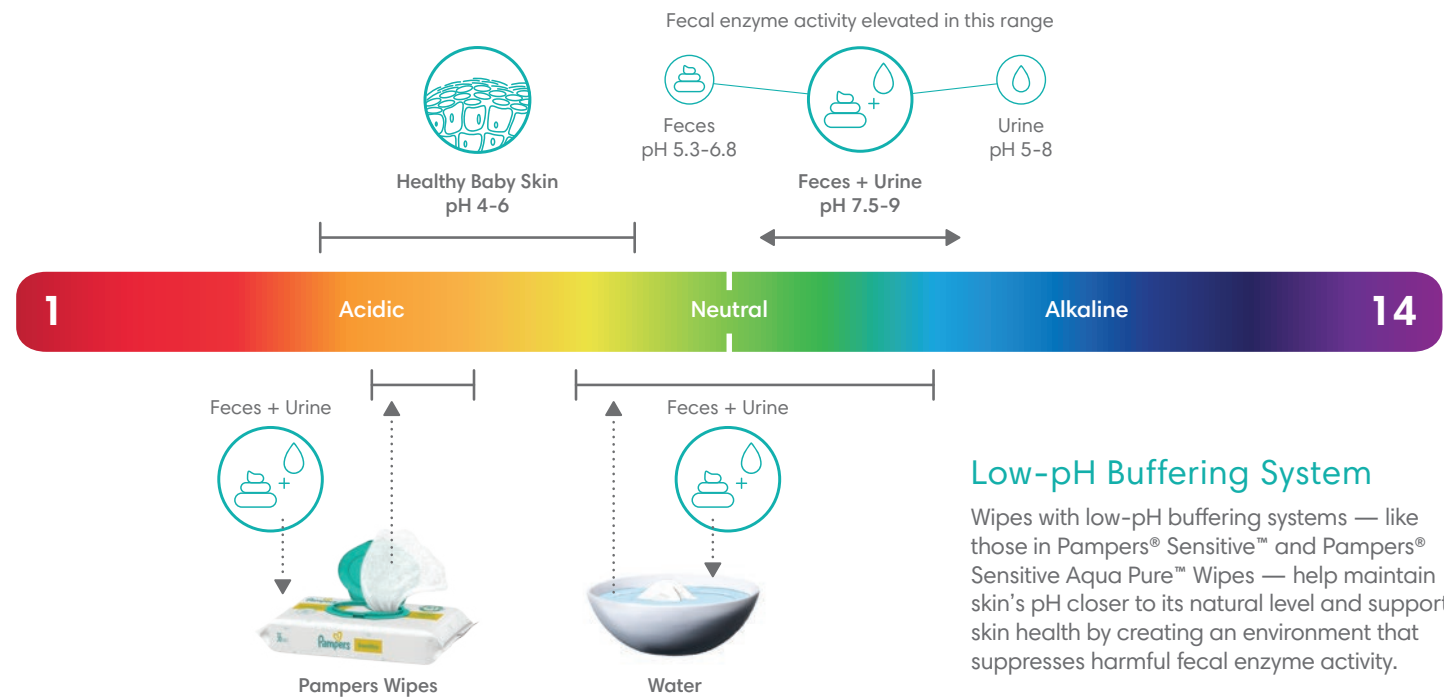
<sup>1</sup>Based on Clinical studies performed with 2018–2019 regimens of Sizes 0 & 1 Pampers Swaddlers and Sensitive Wipes and Huggies Little Snugglers and Natural Care Wipes. | <sup>2</sup>The baseline pH shown for the Pampers regimen represents a non-statistically significant decrease in pH vs. undiapered skin. Gustin J, Carr AN, et al. Use of an emollient-containing diaper and pH-buffered wipe regimen restores skin pH and reduces residual enzymatic activity. *Pediatric Dermatology*. 2020;00:1–6. <https://doi.org/10.1111/pde.14169>. | <sup>3</sup>Visualization of perianal skin redness based on skin grading after 14 days of regimen use. | <sup>4</sup>Gustin J, Carr AN, et al. Improving newborn skin health: Effects of diaper care regimens on skin pH and erythema. *Pediatric Dermatology*. 2021;00:1–7. <https://doi.org/10.1111/pde.14602>

<sup>5</sup>Odio et al. (2000) *Dermatology* 200:238–243. | <sup>6</sup>vs. Water Wipes® and Huggies Natural Care® Wipes; P&G data on file



# Wipes Can Be a Tool to Maintain pH Balance

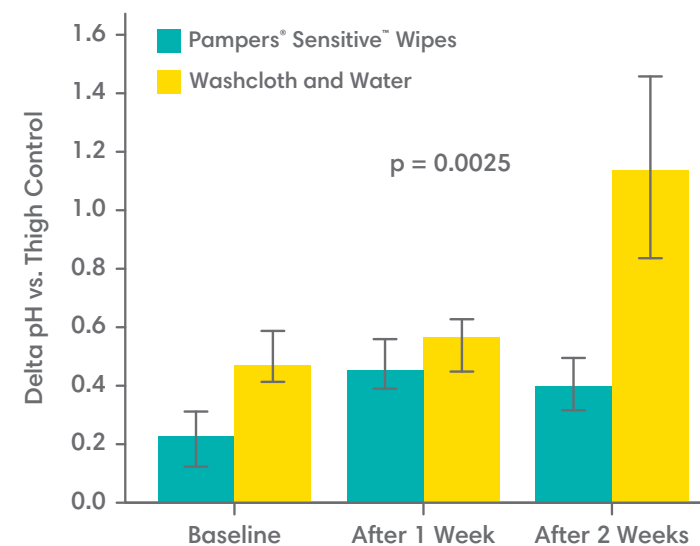
One of the main causes of diaper rash is pH imbalance resulting from skin contact with urine and stool.<sup>1</sup> When mixed in a diaper, urine and stool have a pH between 7.5 and 9, which is considerably higher than the normal range of healthy skin (between 4 and 6). Baby wipes designed with pH in mind can help restore and maintain a more natural pH.<sup>2</sup>



## Clinical Benefits vs. Washcloth & Water

Prestigious peer-reviewed publications<sup>3,4</sup> have documented the clinical benefits of pH-buffering wipes versus washcloth and water, and thought leaders in pediatric dermatology (and beyond) frequently cite this work.

A randomized, double-blinded, parallel-design, on-baby study found that Pampers® Sensitive™ Wipes maintained skin pH at healthy baseline levels, while washcloth and water actually raised skin pH.<sup>3</sup>



<sup>1</sup>Lambers H, Piessens S, Bloem A, Pronk H, Finkel P. Natural skin surface pH is on average below 5, which is beneficial for its resident flora. International Journal of Cosmetic Science. 2006; 28:359-370. | <sup>2</sup>Tsai TF, Maiback HI. How irritant is water? An overview. Contact Dermatitis. 1991; 41:311-314. | <sup>3</sup>Adam, R. (2009). Pediatric Dermatology Vol. 26 No. 5 506-513. | <sup>4</sup>C. Gelmetti, "Skin cleansing in children," Journal of the European Academy of Dermatology and Venereology, vol. 15, supplement 1, pp. 12-15, 2001. | <sup>5</sup>Ref. F. S. Afsar, "Skin care for preterm and term neonates," Clinical and Experimental Dermatology, vol. 34, no. 8, pp. 855-858, 2009. | <sup>6</sup>Blume-Peytavi U, Cork MJ, Faergemann J, Szczapka 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. | <sup>7</sup>No Benzyl Alcohol, Ethanol or Drying Alcohol | <sup>8</sup>Also referred to as MI or Kathon™

## Why Water Alone May Not be Enough

- Water is a poor cleaner, especially of oily substance found in stool and on skin<sup>4</sup>
- Skin is acidic. The pH of water is 7, which can raise skin pH and activate fecal enzymes<sup>5,6</sup>
- Washing with water alone can have a drying effect on infant skin<sup>6</sup>
- Water alone cannot stop bacteria from growing



- 97.5% purified water
- Helps maintain healthy skin, essential for overall health and wellness
- Hypoallergenic
- 1 Wipes Pop-Top dispensing
- 99% purified water
- Enhanced with 15% purified cotton and a unique formulation for a gentle glide and low coefficient of friction on skin
- Hypoallergenic
- 1 Wipes Pop-Top dispensing

## Made WITH

### Purified Water

Provides pure, effective cleaning

### PEG-40 Hydrogenated Castor Oil

A gentle emulsifier that aids in the removal of soil from baby's bottom

### Citric Acid and Sodium Citrate

Buffers the pH of the wipe to help maintain the natural pH balance of baby's skin

### Sodium Benzoate

Prevents microbial contamination and has been tested and approved safe for babies

### Disodium EDTA

Maintains the freshness of the wipe and prevents microbial contamination

### Sorbitan Caprylate

A gentle emulsifier that enhances the preservative performance

### Xanthan Gum

Improves the texture of the wipe formula and its feeling on baby's skin

### Caprylic/Capric Triglyceride

Acts as a skin-conditioning agent as well as a gentle emulsifier

### BIS-PEG/PPG-16/16 PEG/PPG-16/16 Dimethicone

Used as a gentle emulsifying and conditioning agent designed to promote baby's skin health

## Made WITH

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## Made WITHOUT

- ✗ Parabens
- ✗ Dye
- ✗ Ethanol/Rubbing Alcohol<sup>7</sup>
- ✗ Natural rubber latex
- ✗ Sulfates
- ✗ Fragrances
- ✗ Phenoxyethanol
- ✗ Methylisothiazolinone<sup>8</sup>



## 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.



# Pampers Products

## from Birth to Bedwetting



Swaddlers™

Wrap & Protect System for up to 100% leakproof skin protection.

Size	Child's Weight	# of Diapers per Case	UPC
P1	<6 lbs <2700g	12 pkg/20ct = 240 diapers	04261
N	<10 lbs <4.5 kg	12 pkg/20ct = 240 diapers	30374
1	8-14 lbs 4-6 kg	12 pkg/20ct = 240 diapers	06729
2	12-18 lbs 5-8 kg	4 pkg/29ct = 116 diapers	82842
3	16-28 lbs 7-13 kg	4 pkg/26ct = 104 diapers	82843
4	22-37 lbs 10-17 kg	4 pkg/22ct = 88 diapers	74958
5	27+ lbs 12+ kg	4 pkg/19ct = 76 diapers	74959
6	35+ lbs 16+ kg	4 pkg/16ct = 64 diapers	74961
7	41+ lbs 19+ kg	1 pkg = 44 diapers	79466



Pure Protection™

Fragrance-free protection, crafted with premium cotton and other thoughtfully selected materials.

Size	Child's Weight	# of Diapers per Case	UPC
N	<10 lbs <4.5 kg	12 pkg/20ct = 240 diapers	90841
1	8-14 lbs 4-6 kg	12 pkg/20ct = 240 diapers	90842
2	12-18 lbs 5-8 kg	4 pkg/29ct = 116 diapers	59570
3	16-28 lbs 7-13 kg	4 pkg/26ct = 104 diapers	59590
4	22-37 lbs 10-17 kg	4 pkg/22ct = 88 diapers	59593
5	27+ lbs 12+ kg	4 pkg/19ct = 76 diapers	59594



Pampers® Sensitive™ Wipes

Designed to help maintain babies' naturally low skin surface pH.

# of Wipes per Case	UPC
12 pkg/36ct = 432 sheets	17116



Pampers® Aqua Pure™ Wipes

Made with 99% purified water, 1% of our gentle cleansers and a touch of premium cotton.

# of Wipes per Case	UPC
8 pkg/56ct = 448 sheets	75414



Easy Ups™

360° stretchy waistband for an underwear-like fit.

Size	Child's Weight	# of Diapers per Case	UPC
2T-3T	16-34 lbs 7-15 kg	4 pkg/25 ct = 100 pants	Girl: 76549 Boy: 76552
3T-4T	30-40 lbs 14-18 kg	4 pkg/22 ct = 88 pants	Girl: 76553 Boy: 76554
4T-5T	37+ lbs 17+ kg	4 pkg/18 ct = 72 pants	Girl: 76621 Boy: 76622



Ninjamas™

LockAway Channels absorb and distribute wetness quickly for powerful protection.

Size	Child's Weight	# of Nighttime Underwear per Case	UPC
S/M	38-70 lbs 17-32 kg	4 pkg/14 ct = 56 pants	Girl: 62797 Boy: 62798
L	64-95+ lbs 29-43+ kg	4 pkg/11 ct = 44 pants	Girl: 62802 Boy: 62804

## Supportive Postpartum Care

### for Mom's Changing Body



Always Discreet Underwear

24-48 HOURS FOLLOWING BIRTH (Lochia volume is highest)

Size	Mom's Weight	Case Size	UPC
S/M	100-190 lbs	2 pkg/16ct = 32 pants	00813
L	170-260 lbs	2 pkg/14ct = 28 pants	00815



Always Overnight Pads

4-6 WEEKS FOLLOWING BIRTH (Lochia discharge continues)

Size	Case Size	UPC
5 Maxi	6 pkg/20ct = 120 pads	17902
4 Maxi	12 pkg/16ct = 192 pads	03498
4 Ultra Thin	12 pkg/16ct = 192 pads	03352



# NINJAMAS

## WHAT YOU NEED TO KNOW ABOUT BEDWETTING (NOCTURNAL ENURESIS)

### ✓ Incidence in Children: It's Normal

Bedwetting (also known as nocturnal enuresis) is common. It affects 5 to 7 million children in the US over the age of 5, and 5% to 10% of children still wet the bed when they're 7 years-old.<sup>1</sup>



A family history of enuresis is often present<sup>1</sup>.

### ✓ Know the Potential Causes

Several factors can contribute to bedwetting:



#### Genetic Factors

Common if one or both parents have a history of enuresis.<sup>2</sup> Scientists have identified specific genes that cause enuresis.<sup>4</sup>



#### Bladder Development

When a child's bladder is smaller than average or underdeveloped, it can't hold as much urine that's produced overnight.<sup>3,5</sup>



#### Hormone Imbalances

Antidiuretic hormone (ADH) causes the body to make less urine at night. If the body does not make enough ADH, it may make too much urine during sleep.<sup>4,5</sup>



#### Sleep Disorders

Some doctors point to the deep sleep state or various sleep conditions (such as sleep apnea) to explain bedwetting.<sup>3,5</sup>



#### Psychological Factors

Intense stress, life changes, or trauma can contribute to bedwetting regression.<sup>6</sup>

Nocturnal enuresis is more common in boys<sup>1</sup>.



### ✓ Tips for Parents

While bedwetting is not a serious problem and children normally grow out of it, it can contribute to feelings of embarrassment and stress for children and their parents.

Discreet disposable nighttime underwear can help children feel confident—whether in bed or on their next adventure.

#### Motivational Therapy

Reward children for dry nights and stress-free mornings. Empower children to take responsibility for their progress and reassure them along the way.<sup>6</sup>

#### Bladder Training

Practice bladder control. By encouraging children to hold their urine when they first get the urge to pee, it helps to build up their muscle strength over time.<sup>6,7</sup>

#### Dry Bed Training

Wake children up at specific intervals throughout the night so they can go to the bathroom.<sup>6</sup>

#### Bedwetting Alarms

Utilize sensors that detect wetness within the underwear/diaper pant and sound an alarm to wake the child. Be patient as it can take 6 to 16 weeks of treatment to be effective.<sup>5,6</sup>

#### Pharmacological Therapies

Treat with prescription medication – per a pediatrician's recommendation and guidance – to temporarily resolve bedwetting symptoms.<sup>6</sup>

Nighttime underwear is an essential sidekick to any bedwetting management strategy

#1 PEDIATRICIAN recommended brand..



SCAN TO LEARN MORE

References: 1. BAIRD, D.C., et al. Enuresis in Children: A Case-Based Approach. Am Fam Physician. 2014;90(8):560-568. 2. Thiedke C. Nocturnal Enuresis. American Family Physician. 2003;67(7):1499-1506. 3. Bennett, HJ. (2015). Waking up dry: A guide to help children overcome bedwetting. Elk Grove Village, IL, American Academy of Pediatrics. 4. Escoto, Marcella. Bedwetting (nocturnal enuresis). TeensHealth. December 2018. Retrieved from: <https://kidshealth.org/en/teens/enuresis.html#:~:text=Medical%20conditions,can%20be%20linked%20to%20enuresis.> 5. Mayo clinic website <https://www.mayoclinic.org/diseases-conditions/bed-wetting/symptoms-causes/syc-20366685>. 6. Ramakrishnan K. Evaluation and treatment of enuresis. Am Fam Physician. 2008;78(4):489-496. 7. Peters, Brandon. Bladder training as a behavioral treatment for children. Verywellhealth. Dec. 1, 2019. Retrieved from: <https://www.verywellhealth.com/bladder-training-as-bedwetting-treatment-3015171#:~:text=Bladder%20training%20is%20a%20behavioral,the%20chance%20of%20accidents%20overnight.>

**Pampers** is here to support your patients and their little ones at  
*every stage of their journey.*



Baby

With our month-by-month breakdown, your patients will know their baby is hitting all their monthly milestones from the moment they bring them home until their first birthday.



Toddler

Access potty training tips and articles, including how to make it fun, how to train at day care and how to potty train while traveling.



Bedwetting

Learn why bedwetting happens, how to handle potty training regression, and discover bedwetting solutions customized to their child's needs.

**Your patients can download the Pampers Club app and get access to Pampers cash\*, rewards, parenting tips and much more!**

**join the club!** ✓download ✓scan ✓save



**Pampers**  
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