



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

In 2000, a clinical study indicated that



## 70% of healthy babies experience diaper dermatitis within the first week of life.<sup>5</sup>

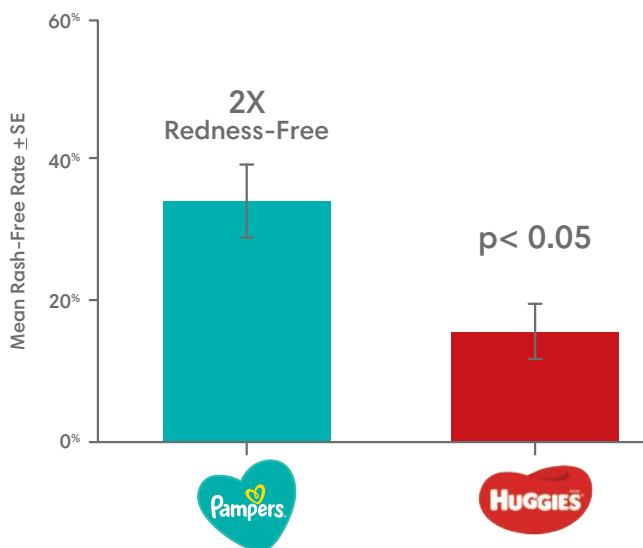
### An independent clinical study found that a regimen of Pampers® Swaddlers™ and Sensitive Wipes led to:

- 2x more redness-free babies where rash happens most<sup>1,3,4</sup>
- 50% reduction in severe skin redness<sup>1,4</sup>
- Significantly lowered and restored skin pH<sup>1,2,4</sup>

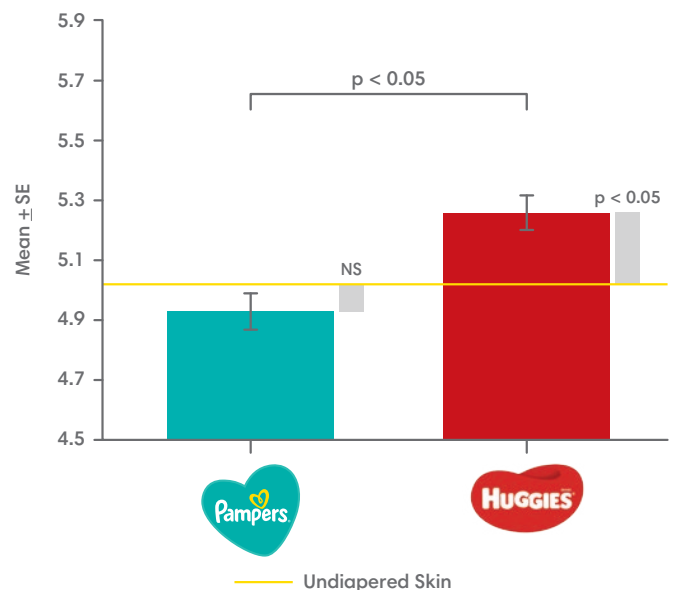
In order to compare the impact of two different diaper and wipe regimens on erythema and skin pH, researchers conducted randomized, IRB-approved, blinded two-test-product crossover-design studies.

## 2X more

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



## Significantly lowered & restored to undiapered skin pH<sup>1,2,4</sup>



<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>Visscher MO, Chatterjee R, Munso KA, Bare DE, Hoath SB. Development of diaper rash in the newborn. *Pediatric Dermatology*. 17, 1:52-57, 2000.

# The Clinical Advantages of a Pampers® Regimen

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



## Absorb Away Liner™

Our proprietary diaper design has a topsheet that draws urine and runny stool away from babies' 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 just the first week of product use vs. diapers without emollient.<sup>6</sup>

(Available on sizes P1 through 7)



## 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.



## Not All Diapers and Wipes Are Created Equal

### Partner With Pampers

For more information, contact your Pampers Representative or our Customer Care Team:  
800-543-3331 | [pamperspro.im@pg.com](mailto:pamperspro.im@pg.com) | [PampersProfessional.com](https://www.PampersProfessional.com)

<sup>6</sup>Odio et al. (2000) Dermatology 200:238-243.