

PAMPERS PURE PROTECTION HYBRID DIAPER

Baby Steps to Better

Modern parents are changing the world with their choices and are committed to protecting the planet their babies will grow up in. That's why we've created Pampers Pure Protection Hybrid: for parents who want a diaper with less waste*, but still seek the convenience and protection of a disposable diaper.

* Less waste than Pampers Pure Disposable Diapers Size 1-5



hybrid diaper

Our First Hybrid Diaper



PART REUSABLE

Super soft, reusable cloth diaper cover made with premium fabrics, adjustable elastic leg opening and waist snaps that grow with baby



PART DISPOSABLE

Plant-based liner* with Pampers' trusted absorbent core and high leg cuffs help prevent leaks

* plant-based and polypropylene fiber

Did You Know?

48% of parents try cloth diapers, but not as many continue to use them—the easy-to-use and easy-to-wash Pure Protection Hybrid system is here to change that.



How It Works

1. CUSTOM FIT

use internal strap to adjust fit around baby's legs



find the ideal fit for your baby using the easy-snap fit system

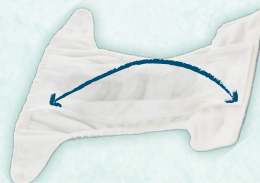


smaller

larger

2. APPLY INSERT

peel StayPut™ system paper to reveal sticky sides



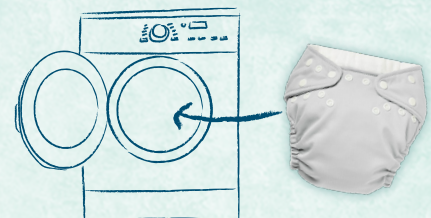
adhere insert edge-to-edge

3. CARE

toss the insert



wash the cloth diaper cover as needed and reuse



GOOD FOR BABY

TRUSTED PAMPERS TECHNOLOGY

Same high performance topsheet and proprietary core—now as an insert



12 HOURS OF PROTECTION

Double leg cuffs for leak protection and a super absorbent core contribute to long-lasting dryness

DESIGNED FOR HEALTHY SKIN

Enriched with shea butter to protect skin

0%
elemental chlorine, latex**
fragrance, parabens
HYPOALLERGENIC

NONE OF WHAT YOU DON'T WANT
Absolutely 0% fragrance, elemental chlorine, natural rubber latex**, or parabens

** Natural rubber latex

GOOD FOR THE PLANET

EASY TO USE

Simple instructions, machine washable—the Pampers Pure Protection Hybrid system is sustainability made easy



LESS WASHING

Parents can reuse the cloth diaper cover before washing, saving an average of 270 gallons of water* per year vs. traditional cloth diapers

* Based on average cycle volume (gallons) for HE and standard washers



LESS WASTE

A “one size fits most” design made to grow with baby, paired with an absorbent disposable insert that uses 25% less waste*

* Less waste than Pampers Pure Disposable Diapers Size 1-5

Pure Protection Hybrid Starter Kit

With Pampers' trusted leakage protection, Pure Protection Hybrid helps prevent leaks better than Grovia Biosoaker, a leading disposable insert brand. Plus, easy to use and clean!

Everything you need to get started in one place:



x3 reusable cloth diaper covers

x25 disposable inserts



With every diaper change, you can be part of the change for a better planet. To learn more about Pampers Pure Protection Hybrid Diapers visit Pampers.com/purehybrid. To shop now visit Target.com.

1. Pampers Data on File



hybrid diaper

Pampers Pure Protection Hybrid Lineup

Product	Shelf Price (MSRP)*	Packaging
Starter Kit (3 reusable cloth diaper covers +25 disposable inserts)	\$74.99	
Trial Kit (1 reusable cloth diaper cover +13 disposable inserts)	\$29.99	
Super pack-Daytime (62 disposable inserts) Enormous pack-Daytime (108 disposable inserts)	\$24.99 \$39.99	
Super pack-Nighttime (52 disposable inserts) Enormous pack-Nighttime (92 disposable inserts)	\$24.99 \$39.99	
Jungle Single Cover Happy Camper Single Cover Floral Single Cover	\$24.99	
Neutral Triple Cover Set Blue Triple Cover Set Pink Triple Cover Set	\$69.99	

*Final pricing is at the sole discretion of the retailer