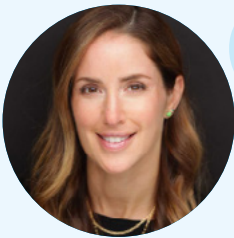




Diaper Rash

All of your questions answered by
Consultant Dermatologist, **Dr Alexis Granite**



"Diaper rash is a common problem experienced by many babies, but as a new parent it can often be quite distressing to see your little one in discomfort or feeling irritated. However, there are a number of steps you can take to help prevent and manage diaper rash. In this leaflet, I answer some of the most common questions around diaper rash, which I hope will support you when looking after your little one."

– Dr Alexis Granite

What is Diaper Rash?

Diaper rash is a **common condition** that happens when the **sensitive skin** around your baby's diaper area becomes **irritated**. Babies of all ages can develop diaper rash, so it is helpful for parents to know the signs to look out for and to understand how diaper rash can be treated.

What does Diaper Rash look like?

Diaper rash can vary in severity and appearance. There may be red patches on your baby's bottom, or the whole area may be red. Their skin may **look sore and feel hot** to touch, or there may be spots, pimples or blisters. Most babies with mild diaper rash don't **feel sore**. However, your baby may feel uncomfortable and be **distressed if the rash is severe**.

What causes Diaper Rash?

Baby's skin is **thinner** and therefore more **delicate** and **susceptible to irritation**. The most common cause of diaper rash is baby's urine and feces being in contact with their skin for a long time. This can happen when there are long gaps in diaper changes or if the area is not cleaned thoroughly.

Diaper rash can also develop if your baby is **sensitive to the ingredients** and **chemicals** used in products such as bubble bath and baby wipes, which may irritate their delicate skin. In some cases, the diaper itself could also be causing a rash if it is digging into the skin and causing irritation.

How can I prevent Diaper Rash?

There are lots of things you can do to help prevent diaper rash:

- ◆ When your baby has a **wet** or **soiled** diaper, try to **change them as soon as possible** to minimize the amount of time the soiled diaper is in contact with their skin.
- ◆ Try diaper free time; allowing **fresh air** to get to their skin can work wonders.
- ◆ When it comes to bath time, **avoid using products that could aggravate their skin**, such as scented bubble bath or body lotions. Unnecessary chemicals or fragrances can cause your baby's skin to dry out.
- ◆ **Keeping the baby's diaper area completely clean** when you change them can also help prevent diaper rash from developing.

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How can I treat Diaper Rash?

Most diaper rash will clear up on its own. However, for severe diaper rash or diaper rash that won't go away, make sure you visit your **Pediatrician, Family Physician, or Nurse Practitioner**, as the area may become infected. Your clinician might prescribe a medicated cream or ointment to **soothe and treat your baby's skin**. Always take care to follow the instructions when applying these creams to your baby's skin.

Does the brand of baby wipe affect Diaper Rash?

Yes, the brand of baby wipe can affect your baby's diaper rash. A recent **clinical study** has shown that babies cleansed with **WaterWipes** are less likely to get moderate-to-severe diaper rash and if they do, it doesn't last as long compared to those cleaned with other brands.ⁱ

The answers provided in this leaflet are a guide and not a diagnosis. If you have any specific questions or concerns relating to your baby's skin, please speak to a healthcare professional.

About WaterWipes

WaterWipes, the world's purest baby wipes, contain just two ingredients, 99.9% water and a drop of fruit extract. They are purer than cloth and water and are so gentle they can be used on premature babies. WaterWipes are also clinically proven as the #1 wipe against the causes of diaper rash.*



WaterWipes®
THE WORLD'S PUREST BABY WIPES

i. Price AD, et al. *Pediatr Neonatol* (2021) 62, 138-145

*moderate to severe diaper rash

Parents should refer to their local council for details on disposing of baby wipes.