



Meeting Moms' Needs at the Changing Table and Beyond

Over the years, baby wipes have undergone multiple technology enhancements to deliver benefits that meet the evolving needs of parents. From pH buffering to help restore skin's natural pH balance, to wipes designed for sensitive skin, Pampers has been a leader in the evolution of baby wipes. Advancements made by Pampers show that our baby wipes help maintain healthy-looking newborn skin and are milder than water and washcloth.^{1,2,3,4}



Pampers Next Generation of Wipes

From soiled bottoms to messy hands, the main reason moms use baby wipes is for their ability to clean up messes quickly, conveniently and gently. Pampers next generation of baby wipes includes four key features that affect how well our wipes clean and perform for moms.⁵ Beginning with cloth-like material, Pampers baby wipes deliver:

- 1 **A Thick & Lofty Wipe** - Specially designed microfibers provide lofty thickness to enable reliable and easy cleaning.
- 2 **SoftGrip Texture™** - The soft grip texture signals a gentle yet thorough clean.
- 3 **Great Absorbency** - The wipe material, in combination with our mild lotion, absorbs efficiently and helps restore skin's natural pH balance.
- 4 **Soft and Gentle** - The wipe delivers softness that is suitable for even the most sensitive of babies' skin.



Pampers Wipes: Restoring Baby's Natural pH Balance

Today, clinical testing proves that Pampers baby wipes condition the skin and help restore baby's natural pH balance. By utilizing ingredients that restore the natural pH (levels) of the skin, Pampers baby wipes are milder than water and washcloth on baby's delicate skin.³

For more information on Pampers baby wipes and other Pampers products, visit www.pampers.com or www.facebook.com/Pampers.