



## Pampers Sensitive Baby Wipes: The Right Choice for Baby Skin Health

When it comes to caring for baby, Pampers knows that his delicate skin deserves our best. That's why Pampers Sensitive Baby Wipes are gentler on baby's skin than washcloth + water, as they remove, absorb, and dissolve soil. Clinically-proven mild for baby's skin, Pampers Sensitive Baby Wipes are designed to help maintain natural skin surface pH, while cleaning better than water alone.

### Wipes That Put Safety First

- Hypoallergenic
- Skin-safe Preservatives
- No Parabens
- No Methylisothiazolinone (MI)
- Fragrance Free
- Alcohol Free
- Clinically-Proven Mild



## By the Ingredients: Pampers Sensitive Baby Wipes are Safe & Gentle

Pampers carefully tests each ingredient to ensure mildness on baby's delicate skin. We only use safe, proven ingredients that are mild and commonly used in our wipes.

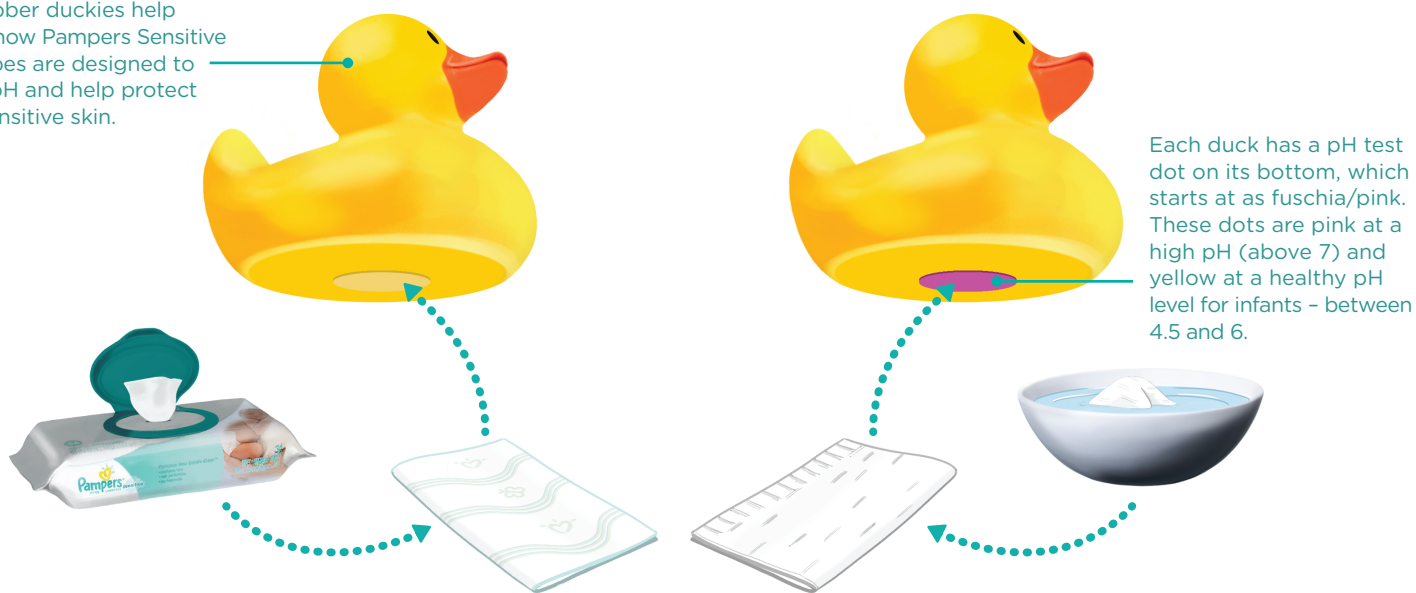
Ingredient	Description & Function
Modified Cellulose/ Lyocell/Tencel	Soft, fluffy fibers commonly used to make clothing that help absorb liquid from baby's bottom. Used in the nonwoven, cloth-like material of the wipes.
Polypropylene	Soft, high-performance fibers with a safe use history that help ensure a gentle, thorough clean for baby. Used in the nonwoven, cloth-like material of the wipes and aid in strength and flexibility.
Purified Water	Makes up more than 97% of the base in the water-based cleansing formula. Used to improve the wipe's texture and provide wetness that enables gentle cleaning.
Xanthan Gum	A naturally-derived material used to improve the texture of the wipe formula and its feeling on baby's skin. Besides cosmetic formulation, it is also widely used in food and pharmaceutical products.
PEG-40 Hydrogenated Castor Oil	A modified oil that aids in the removal of soil from baby's bottom. Used as a gentle emulsifying agent and conditioner in the wipes formulation.
Caprylic/Capric Triglyceride	Derived from sustainably sourced palm oil or coconut oil, 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 gentle emulsifying and conditioning agents designed to promote baby's skin health.
Citric Acid and Sodium Citrate	A naturally-derived acid found in plants like corn. It is used to buffer the pH of the formula into the acidic range to help maintain the natural pH balance of baby's skin. It is commonly used in many foods, skin care products and cosmetics.
Sodium Benzoate	A widely used preservative in baby wipes to help prevent microbial contamination. Not only has the level of Sodium Benzoate used in Pampers Wipes been tested and approved safe for babies, it is lower than what many governments consider safe for even foods.
Disodium EDTA	Helps prevent deterioration of ingredients in cosmetics and is part of the preservative system in Pampers wipes to help maintain freshness and prevent microbial contamination.
Sorbitan Caprylate	Sorbitan Caprylate is an emulsifier that also helps prevent the deterioration of many cosmetic products. Its safety is documented by the National Institutes of Health. The Sorbitol used to make Sorbitan Caprylate in Pampers Wipes is derived from corn.

# Wipes as a Tool to Maintain pH Balance

One of the main causes of diaper rash is the imbalance of pH that comes from dirty diapers.<sup>1</sup> When mixed, as in a dirty diaper, urine and BM have a pH level between 7.5 and 8.5. Baby wipes designed with pH in mind can help baby's delicate skin maintain a more natural pH.<sup>2</sup>

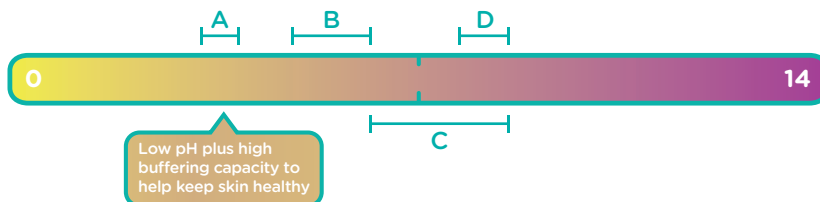
Wipes with an increased pH buffering capacity are well-tolerated by infants and help maintain a physiologically-balanced skin pH value, according to published research.<sup>3</sup> Pampers Sensitive Baby Wipes are designed with this research in mind: they have more buffering capacity than washcloth + water – or any other major baby wipes NA brand tested.

These rubber duckies help illustrate how Pampers Sensitive Baby Wipes are designed to balance pH and help protect baby's sensitive skin.



## pH Scale Key

- A. Pampers Sensitive Lotion: 3.5-4.1 pH
- B. Healthy Baby Skin: 4.5-6 pH
- C. Water: 6-8.5 pH
- D. BM + Urine: 7.5-8.5 pH



To examine the efficacy of Pampers Sensitive Baby Wipes, each duck is pressed firmly on wipes: the one on the right is pressed on washcloth + water, and the one on the left is pressed on a Pampers Sensitive Baby Wipe. A wipe with low pH and a high buffering capacity help balance the pH to a healthy level, turning the dot yellow. A wipe without this buffering capacity will change the dot slightly initially, but it will soon return to pink since it has not been designed to keep the pH at this healthier level.

When the duck is lifted, the pH test dots are revealed. The one pressed on the washcloth + water remains pink – but the dot pressed to the Pampers Sensitive Baby Wipe has turned yellow, balancing the pH to a healthy level and keeping it there.



## The Pampers Safety Promise

- Baby's happy, healthy development is our top priority
- Materials in Pampers products are evaluated to be safe and gentle for baby
- Pampers only uses ingredients that have been confirmed to be safe for babies

## Trusted by Nurses, Designed for a Gentle Touch<sup>4</sup>

In a 2012 survey of nearly 350 nurses who care for babies in hospitals:

- Nurses agree that it is important baby wipes be clinically-proven mild for newborn skin.
- 87% of nurses who use Pampers Sensitive Baby Wipes agree they are gentle on newborn baby skin.

1. 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. 2. Tsai TF, Maiback HI. How irritant is water? An overview. Contact Dermatitis. 1991; 41:311-314. 3. Adam R, Schnetz B, Mathey P, Pericoi M, Prost Y. Clinical demonstration of skin mildness and suitability for sensitive infant skin of a new baby wipe. Pediatric Dermatology. 2009; 26(5):506-513. 4. P&G Data on File. Survey of 342 Nurses. 2012.