Pampers Sensitive Wipes: Trusted by Nurses, Chosen by Hospitals

With more than 50 years of providing products for babies, Pampers understands that meeting babies’ needs at diaper changing time generally begins and ends with what moms at home and nurses in the hospital prefer.

When it comes to changing time, the top priority for moms and nurses alike is that baby’s bottom is clean and that baby’s sensitive skin is not compromised.

Pampers Sensitive Baby Wipes:
- Clinically proven mild
- Help restore natural skin surface pH
- 20% thicker*
- Unique Soft Grip Texture™
- Hypoallergenic & perfume free
- Gentler on baby’s skin than washcloth and water

Soft Grip Texture

Pampers Sensitive Wipes with Soft Grip Texture™ are designed to provide better gentle cleaning than previous generations of Pampers Wipes. Pampers incorporates a proprietary blend of fibers that clean and gently remove bowel movement and urine residue from the skin.

This blend of fibers makes the wipe thick and provides lots of surface area for great cleaning.

Softness

One measure of a wipe’s softness to the skin is the wipe’s coefficient of friction—a measure of surface roughness. Gently soft and flexible, Pampers Sensitive Wipes have a historically low coefficient of friction. In fact, when compared to a competitive sensitive wipe, the latest Pampers Sensitive Wipes have a lower coefficient of friction.¹

*Pampers Sensitive wipes are 20% thicker versus Pampers regular wipes

¹Cross direction coefficient of friction (μs) as measured for Pampers Sensitive Wipes when compared to Huggies Natural Care Extra Sensitive Wipes
Mild Cleansing Lotion

Pamper Sensitive Wipes with Soft Grip Texture™ include a gentle water-based cleansing lotion uniquely designed to aid in soil removal while conditioning and caring for baby’s skin. The ingredients have all tested mild enough for even sensitive skin and are ingredients commonly found in other everyday skin care products.

They include:

**Water:** Each wipe is dampened with a water-based emulsion lotion. The lotion contains a high water level of greater than 97 percent to help loosen and dissolve messes sticking to the skin. It also dissolves any residual or dried urine from the skin.¹

**pH buffers:** A citric acid-based buffering system in the lotion helps maintain the natural pH balance of the skin.¹

**Emulsifying agents:** The lotion contains gentle emulsifying cleansers, which help remove oily mess components off of baby’s skin. Oily mess is not water soluble; the emulsifiers help the lotion attract these components to the wipe for easier removal.¹

**Skin conditioners:** Skin conditioning agents help restore baby’s normal skin appearance and feel. The lotion has been formulated with a less sticky skin feel for mom and baby during use.¹

**Skin-Safe Preservatives:** Each wipe contains a small amount of preservative ingredients, which help keep the wipes fresh before use and help prevent cross contamination once the package has been opened. Our wipes lotion and preservatives have been clinically proven mild for sensitive skin.¹

---

**With Any Product for Baby, Safety is Key**

- Skin-Safe Preservatives
- Fragrance Free
- No Parabens
- Alcohol Free
- No Methylisothiazolinone

---

## Ingredients in Pampers Sensitive Baby Wipes

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Pampers Sensitive Baby Wipes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aqua</td>
<td>Pampers Baby Wipes consist of &gt;97 percent purified water to maximize cleaning.</td>
</tr>
<tr>
<td>Citric Acid</td>
<td>Citric Acid is a fruit acid that is found in many citrus fruits. It is used to buffer the pH in the acidic range of many foods, skin care products and cosmetics.</td>
</tr>
<tr>
<td>PEG-40 Hydrogenated Castor Oil</td>
<td>PEG-40 Hydrogenated Castor Oil is a castor oil that is modified with polyethylene glycol. It is used in a number of baby care lotions and acts as an emulsifier to help remove oily soil and as a skin conditioning agent.</td>
</tr>
<tr>
<td>Sodium Benzoate</td>
<td>Sodium Benzoate functions as a preservative that prevents microbial contamination in products such as foods, pharmaceuticals and cosmetics.</td>
</tr>
<tr>
<td>Sodium Citrate</td>
<td>Like Citric Acid, Sodium Citrate can be found in citrus fruits and used to buffer the pH in skin care products and cosmetics.</td>
</tr>
<tr>
<td>Caprylic/Capric Triglyceride</td>
<td>Caprylic/Capric Triglyceride is derived from coconut and acts as a skin conditioning agent.</td>
</tr>
<tr>
<td>Disodium EDTA</td>
<td>Disodium EDTA helps prevent the deterioration of many cosmetics and baby care products.</td>
</tr>
<tr>
<td>BIS-PEG/PPG-16/16 PEG/PPG-16/16 Dimethicone</td>
<td>BIS-PEG/PPG-16/16 PEG/PPG-16/16 Dimethicone are silicone-based skin-softening and emulsifying agents.</td>
</tr>
<tr>
<td>Sorbitan Caprylate</td>
<td>Sorbitan Caprylate is an emulsifier that also helps prevent the deterioration of many cosmetic products.</td>
</tr>
<tr>
<td>Xanthan Gum</td>
<td>Xanthan Gum is naturally occurring polysaccharide which improves the texture of a product and its feeling on the skin. Besides its use in cosmetic formulations, Xanthan Gum is also widely used in toothpaste and food products, as well as pharmaceutical products.</td>
</tr>
</tbody>
</table>
Clinical Mildness Study: Pampers Sensitive Wipes Proven Gentle to Skin

Pampers conducts studies to confirm that our wipes are mild and gentle to the skin. The study below is an example of our ongoing clinical testing.

Method:
In this study, 34 adult women had their volar forearm tape-stripped to compromise skin barrier integrity and then washed with Pampers Sensitive Wipes at one site and a typical 100 percent cotton washcloth and water at another site. The arms were washed four times per day for four days and three times on the fifth day. The sites were examined by an expert skin grader for erythema/redness (a measure of skin irritation) on days one to five and for transepidermal water loss (TEWL), a measure of skin barrier integrity, on days one to five. Wiping was discontinued after day five, and final check of TEWL and erythema was conducted on day eight to verify skin recovery.

Results:
The results showed that the Pampers Sensitive Wipes were milder to the skin than washcloth and water with neither cleaning method causing any significant skin irritation or redness. With respect to skin barrier integrity, the sites washed with Pampers Sensitive Wipes showed a significant improvement in skin barrier recovery after tape-stripping versus the sites cleaned with just washcloth and water.

Conclusion:
Pampers Sensitive Wipes are...
- More gentle on skin than washcloth and water
- Clinically proven mild on delicate skin
- Safe for compromised or damaged skin

*TEWL is a measure of skin barrier health. Lower TEWL values indicate a more intact healthy barrier.
Maintaining Skin Health: The Role of pH Balance

pH Buffering Systems for Wipes

pH management is important in maintaining infants’ skin health. Even water alone may increase the skin’s pH levels.2 Scientific studies have shown that one of the main causes of diaper rash is the imbalance of pH that comes with a dirty diaper. Dirty diapers often contain digestive enzymes, which are irritating to skin, but are only active at a pH above 6.0.2 Baby wipes designed with pH in mind can help maintain a more natural pH in the skin.3 A 1996 Pediatric Dermatology study compared four brands of baby wipes in over 300 infants, and found that wipes with the lowest pH (2.8) in the lotion reduced the skin pH from 5.6 to 5.0, and those with higher pH levels had no effect.4 “Buffering” systems, like those in Pampers Sensitive Wipes’ specially designed lotion, can help counteract digestive enzymes and help to quickly restore skin surface pH to normal levels of 4.5-6.0.3 Research published in Pediatric Dermatology in 2009 showed wipes with increased pH buffering capability were well tolerated, and helped maintain a physiologically balanced skin pH value in the diaper region.5

Pampers’ Commitment to Sustainability

P&G, the maker of Pampers, is committed to its long-term sustainability vision as outlined in the company’s 2020 goals (http://us.pg.com/sustainability). For Pampers, this responsibility means demonstrating our commitment to providing consumers with baby wipes that are not only developed with quality, effectiveness, and affordability in mind, but also environmental responsibility.

In 2010, EDANA (The International Association of Nonwovens and Related Industries) completed a Life Cycle Assessment comparing baby wipes, washcloths and cotton balls to gain an understanding of their comparable environmental impact.6 Results:6

### Environmental Impact

<table>
<thead>
<tr>
<th>Comparison</th>
<th>Baby Wipes</th>
<th>Washcloths</th>
<th>Cotton Balls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better Than</td>
<td>Baby Wipes</td>
<td>Washcloths</td>
<td>Cotton Balls</td>
</tr>
</tbody>
</table>

Baby wipes and washcloths had similar environmental potential impacts and are better than using cotton balls when it comes to the environment.

### Total Water Consumption

<table>
<thead>
<tr>
<th>Comparison</th>
<th>Baby Wipes</th>
<th>Washcloths</th>
<th>Cotton Balls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better Than</td>
<td>Baby Wipes</td>
<td>Washcloths</td>
<td>Cotton Balls</td>
</tr>
</tbody>
</table>

Baby wipes used significantly less total water consumption compared to both washcloths and cotton balls.
Trusted by Nurses

A survey of 342 nurses who work in a hospital setting captured their opinions and experiences using baby wipes, in general, and with Pampers Sensitive Baby Wipes. The survey was conducted at two national nursing conventions in 2012.7

Overwhelmingly, nurses surveyed who care for babies in hospitals agree it is important that baby wipes for newborns have been clinically proven mild. Of those nurses who have used Pampers Sensitive Baby Wipes, most nurses agree that they are gentle on newborn baby skin.*

*We’ve improved our wipes since 2012; however, these improvements have all been tested to be just as gentle as the products available at the time of the survey.

References

1. P&G data on file.
For questions or more information please contact us at 1-800-543-3331 or pamperspro.im@pg.com