

Introducing the LARGEST Innovation in the History of our Brand




Pampers®

Throughout our 50+ years of caring for little ones, we've devoted ourselves to making diapers and wipes that help support the happy, healthy development of every baby.

To continue this tradition, we set out to deliver meaningful innovation - in performance, design and aesthetics - across our franchise line to fully meet the needs of every parent and baby that has ever used - or will ever use - a Pampers branded product. We interviewed nearly 9,000 moms to learn more about what they are looking for in a superior diaper - and then delivered it.

The result: across our entire line, Pampers diapers are now three times drier than ordinary diapers,* which result in our best possible experience for baby. We've also developed advanced comfort features for newborns, listened to moms and extended the Swaddlers they love into larger sizes and developed our best-fitting diaper for mobility as babies learn, grow and play their way.

*Vs. a leading value brand. Based on size 4. Average 0.17 grams less after 3 typical wettings over 15 min.

Our latest news includes:



Pampers Baby Dry (sizes 1-6):

Pampers Baby Dry diapers offer little ones up to 12 hours of overnight protection!

A dry night means baby will more likely be more rested, less fussy and more contented the next day – fully ready to enjoy and delight in his parents’ love and relish their bonding experience together!



▪ Features include:

- An “Ultra Absorb” core to cover up to 95% of overnight loads.*
- Our most absorbent Baby Dry ever (sizes 2-5) with a 15% increase in capacity.
- Three layers of absorbency vs. two (the amount found in ordinary diapers).
- A longer absorbent area and new, fun graphics.
- Snug, stretchy sides, colored tabs and a belted design to reassure parents that the diaper will hold up.



Pampers Swaddlers (sizes 3-5)

Our softest diaper ever is now available through size 5 so babies can stay with the Swaddlers they LOVE for longer!

▪ Features include:

- Now available through size 5! We’ve listened to moms who told us they wanted the Swaddlers softness they know and love to be available for their baby throughout their diapering years.
- Wetness Indicator that signals when baby may need to be changed.
- Absorb Away Liner to help keep baby dry.
- Swaddlers is the #1 choice of hospitals!**



Pampers Swaddlers (sizes 0-2)

Swaddlers are our softest diaper, plus they include 12 hours of overnight protection.

▪ Features include:

- Quilted designs to provide softness and help keep baby comfortable.
- A longer, absorbent layer with up to 20% more BM coverage in the back.
- A NEW swoopy cut (umbilical notch) on sizes 1 and 2 which provides a more contoured fit for babies.
- Wetness Indicator that signals when baby may need to be changed.
- Absorb Away Liner to help keep baby dry.



*Sizes 2-5.

**Based on sales data.





Our Best Fit + UP TO 12 HOURS of overnight protection

Pampers Cruisers (sizes 3-7):

By putting even more absorbent material* into Pampers Cruisers, our BEST-FITTING diaper is now even drier.

▪ Features include:

- Fit matters! New Cruisers offer ...which means better DRYNESS protection than Pampers Baby Dry.
- Up to 20% increase in absorbency, so baby can PLAY longer without being interrupted for a diaper change. This means more times down the slide or on the swing for baby, more fun crawling and running around the park ... experiences that moms have told us matter most.
- New, consumer preferred graphic designs (preferred by moms 2:1).



Daytime. Nighttime. Anytime.

+ UP TO 12 HOURS of overnight protection



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+ UP TO 12 HOURS of overnight protection

Pampers Easy Ups (Boys sizes 4-6; Girls sizes 4-6):

Toddlers can potty train by day and be protected by night with our DRIEST training pant!

▪ Features include:

- A redistribution of core to increase the speed of absorbency (for Boys).
- An increase...to help ensure that little ones remain dry (for Boys and Girls).
- 25% more absorbent than Huggies Learning Designs.
- New graphics that provide a more underwear-like look and feel for growing toddlers.



Pampers Best Gentle Clean™

With Softgrip Texture™

Pampers Sensitive Wipes:

The #1 wipes choice of U.S. hospitals** are now 20% thicker*** to gently clean delicate skin.

▪ Features include:

- Less wiping for more gentle cleaning than before.
- 20% thicker.***
- Soft Grip™ texture.
- As gentle as wash cloth and water.



*Sizes 3-5.

**Based on sales data.

***Vs. Pampers Baby Fresh and Natural Clean wipes.

