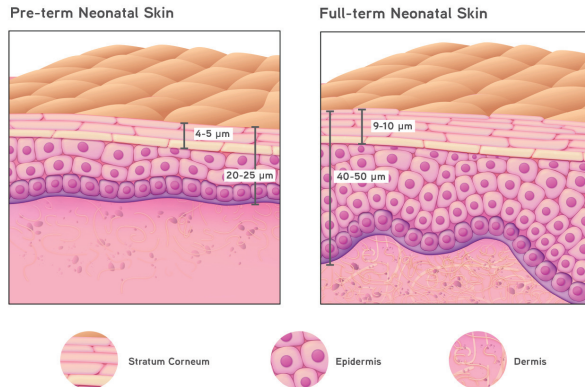


1

Preterm infants have under-developed skin compared to full-term infants, making them more susceptible to skin irritation and damage in the diapered region. Similarly, infants with fragile and compromised skin are also at higher risk of developing dermatitis in the diapered region.



- Thinner stratum corneum ("skin barrier")
- Weaker dermis
- Less anchoring support between epidermis and dermis
- Inability to regulate heat
- Reduced ability to prevent water loss, protect against irritants and infection

2

Factors that can contribute to dermatitis in the diapered region include:

- Increased skin pH
- Mechanical abrasion
- Skin overhydration
- Infant diet
- Certain medications
- Prolonged exposure to irritants in urine and feces (such as fecal enzymes)

Use of properly formulated wipes can effectively remove irritants in urine and feces from the diapered region and help keep infant skin healthy.

3

Properly formulated baby wipes have the following attributes:

Gentle cleanser

Removes fat soluble fecal material without compromising skin health. Water alone cannot dissolve and remove fat soluble components in feces, which can contribute to skin damage.

Appropriately preserved

Helps prevent microbial contamination.

Acidic pH

Wipes formulated with a slightly acidic pH support the protective acidic nature of healthy skin which is critical for maintaining skin integrity, while also helping to inhibit fecal enzyme activity.

Emollient

Helps provide more glide across the skin to reduce the risk of mechanical damage to the skin. Water alone does not provide emollients to reduce friction on skin.

Huggies Natural Care® Extra Sensitive wipes are clinically proven more gentle than cloth and water on compromised or delicate skin

4

Properly formulated baby wipes have been clinically shown to be gentle and safe on healthy infants and infants in the NICU¹⁻⁵.

Huggies Natural Care® Extra Sensitive wipes, which are formulated at a slightly acidic pH to complement infant skin pH, significantly outperformed cloth and water by maintaining transepidermal water loss (TEWL) and erythema at levels similar to the unwiped site in a repetitive wiping study on compromised skin⁶.

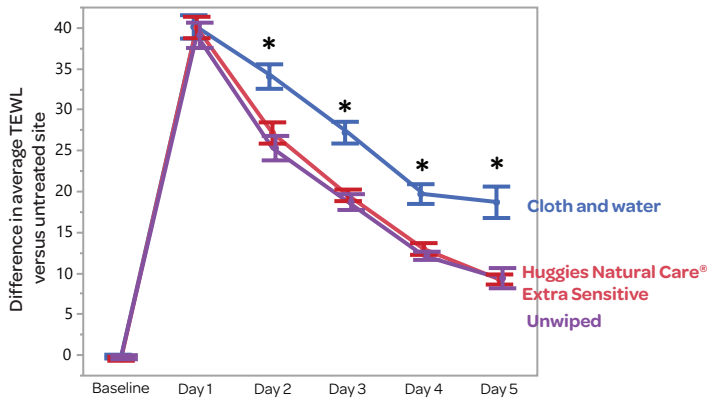


Figure 1: Difference in average TEWL versus untreated site over 4 days of repetitive wiping with different products. No wiping was conducted on day 5. Data shown as mean ± SE.

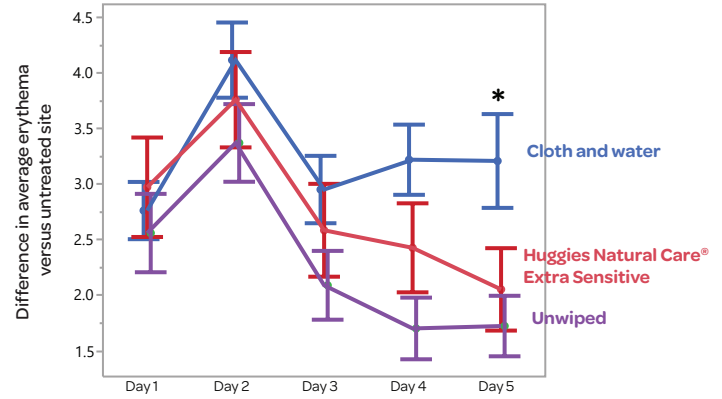
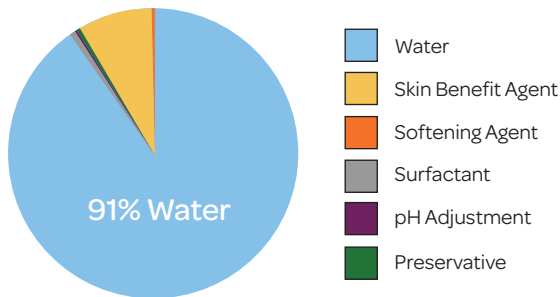


Figure 2: Difference in average erythema versus untreated site over 4 days of repetitive wiping with different products. No wiping was conducted on day 5. Data shown as mean ± SE.

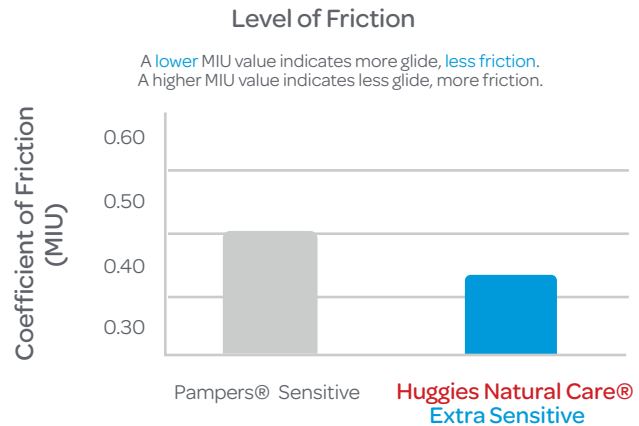
* TEWL and erythema data were analyzed using ANOVA models fitted to subject, location, and code effects. Pairwise differences between Huggies Natural Care® Extra Sensitive and cloth and water were declared statistically significant at the 95% confidence level.

Huggies Natural Care® Extra Sensitive Formula



Contains 9% essential ingredients for healthy skin

Better glide compared to Pampers® Sensitive



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