

Huggies® Natural Care® Extra Sensitive Wipes



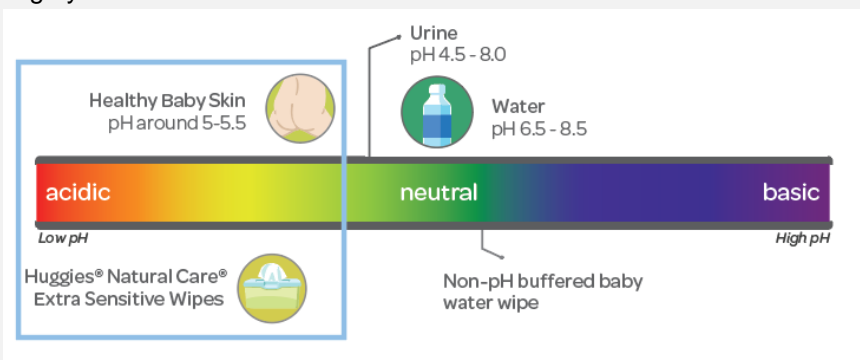
The **FIRST** wipe designed specifically for use on babies in the NICU



Huggies® Natural Care® Extra Sensitive wipes are designed to complement healthy skin pH and to help wipe away fecal enzymes from skin.

pH-Balanced Formula

Formulated with a **slightly acidic pH**. Lower pH is important to support the protective acidic nature of healthy skin, which is critical for maintaining skin integrity¹.



Gentle Formula

Formulated with **emollients that reduce friction** and gently glide across skin

Efficient for Caregivers

More absorbent and 2X thicker than Pampers® Sensitive Wipes[#]

Triple Clean Layers

Complete with **plant-based***, **proprietary basesheet technology** and designed to **absorb, lock-in and retain waste** for efficient cleaning

*70%+ by weight

[#]Data on file

Prolonged skin exposure to fecal enzymes can break down the skin barrier and lead to the onset of diaper dermatitis¹.

← Damaged skin barrier due to fecal enzymes

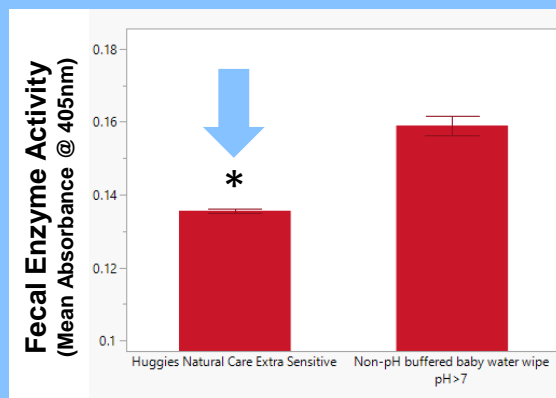
Fecal enzymes are most active at neutral to slightly basic pH^{2,3} and are inhibited by a lower pH (slightly acidic) environment⁴.

A comparative fecal enzyme wiping test[#] demonstrated:

- Huggies® Natural Care® Extra Sensitive wipes significantly removed more fecal enzymes after wiping compared to a non-pH buffered** baby water wipe to help minimize the risk of diaper dermatitis.

[#]Data on file

**neutral to slightly basic pH



* p<0.05, one-way ANOVA, sqrt transformed

Consideration should be given to selecting diapering products that are formulated to support baby's natural acidic mantle to complement healthy skin pH.

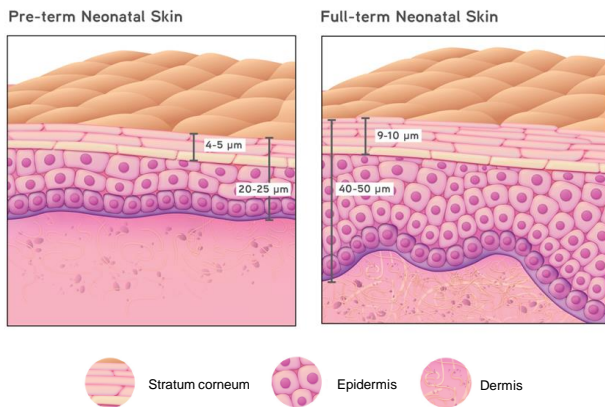
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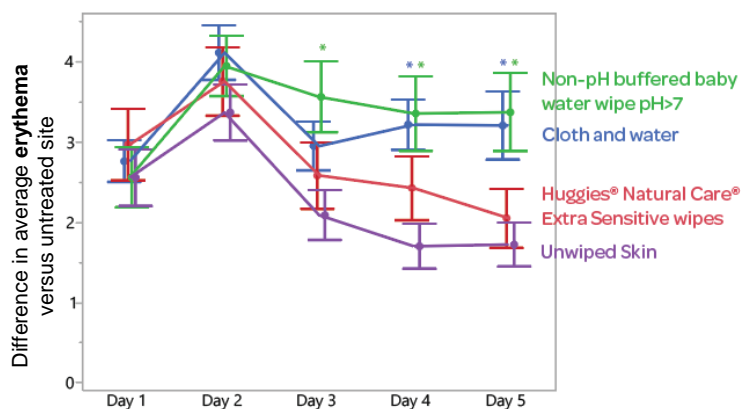
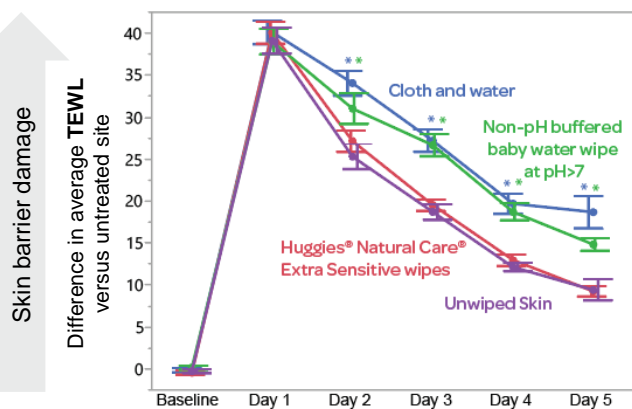


Huggies® Natural Care® Extra Sensitive wipes are clinically proven more gentle than cloth and water.



- Preterm infants have more fragile, compromised skin compared to full-term infants and are at higher risk of developing dermatitis in the diapered region.
- Transepidermal water loss (TEWL) is a measurement of skin barrier function⁵.
- Healthy skin has a low TEWL value while skin with high TEWL is more susceptible to irritation and damage⁶.
- Use appropriate methods to gently cleanse the diaper area based upon the gestational age of the neonate⁷.

Huggies® Natural Care® Extra Sensitive wipes significantly outperformed cloth and water by maintaining transepidermal water loss (TEWL) and erythema at levels similar to the unwiped site in a 5-day repetitive wiping study on compromised skin[#].



TEWL and erythema data were analyzed using an ANOVA model fitted to subject, location and code effects. Pairwise differences between Huggies® Natural Care® Extra Sensitive and non-pH buffered baby water wipe at pH>7 or cloth and water were declared statistically significant at the 95% confidence level. Note: erythema baseline values were also zero.

[#]Data on file

References:

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6. Rogiers V. EEMCO Guidance for the assessment of transepidermal water loss in cosmetic sciences. Skin Pharmacol Appl Skin Physiol. 2001;117-128.
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