



Caring for and protecting your baby's skin

Your baby's skin is delicate and vulnerable. During the first year, their skin is building up a protective barrier against allergens, infections and irritants.¹ **Caring for and protecting your baby's skin** is essential for their health and to help prevent conditions such as eczema and atopic dermatitis.²

WaterWipes® provide gentle cleansing for the most delicate newborn skin and can be used on babies from birth. WaterWipes® are made using just two ingredients, **99.9% purified water** and a drop of grapefruit seed extract, making them the purest baby wipes in the world.

WaterWipes™



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for more information
on WaterWipes®.**





Tips for protecting your baby's skin

Less is more — use products with **minimal ingredients**

Use products that are **free of fragrances**, dyes and preservatives

Change your baby's soiled diaper frequently throughout the day

Dry the skin after using wipes and before putting a fresh diaper on

Have **diaper-free time** each day when possible

Pay careful attention to cleaning **your baby's skin folds** such as the neckline

If you have questions about your baby's skin, you should talk with your doctor.

References:

1. Nikolovski, J., Stamatias, G., Kollias, N., Wiegand, B. Barrier function and water-holding and transport properties of infant stratum corneum are different from adult and continue to develop through the first year of life. *Journal of Investigative Dermatology*. 2008 Jul;128(7): 1728-1736.
2. Prescott, S.L., et al., The Skin Microbiome: Impact of Modern Environments on Skin Ecology, Barrier Integrity, and Systemic Immune Programming. *World Allergy Organization Journal*. 2017 Aug 22;10(1): 29.



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