



# The Science of WaterWipes®

Clinical and Scientific Summary

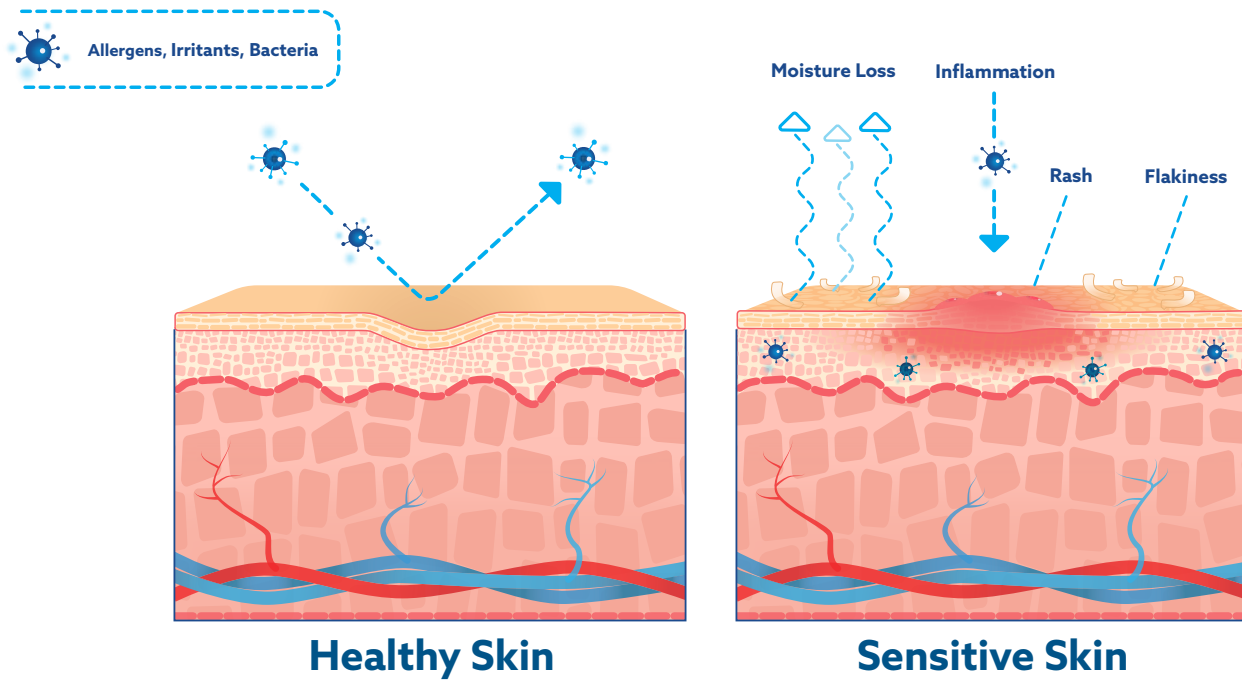


waterwipes®

# WaterWipes® are the world's purest wipes for sensitive skin

WaterWipes® was created by our founder, Edward McCloskey, after his newborn daughter developed a diaper rash on her sensitive skin. After an extensive search, he couldn't find a baby wipe that didn't contain numerous ingredients, so he decided to make his own. Many years later, after a lot of hard work, testing, and scientific research, WaterWipes® was born. Pure and gentle for the most delicate skin, but with the convenience of a baby wipe, WaterWipes® are purer than cotton wool and water. Healthcare professionals in 50 countries around the world are discovering the benefits of our gentle and effective WaterWipes® for their patients (babies, children, adults, and seniors) with sensitive skin. WaterWipes® are available in all major retailers and online.

Through scientific studies, publications, and expertise, WaterWipes® have been shown to be the world's purest wipes for sensitive skin.

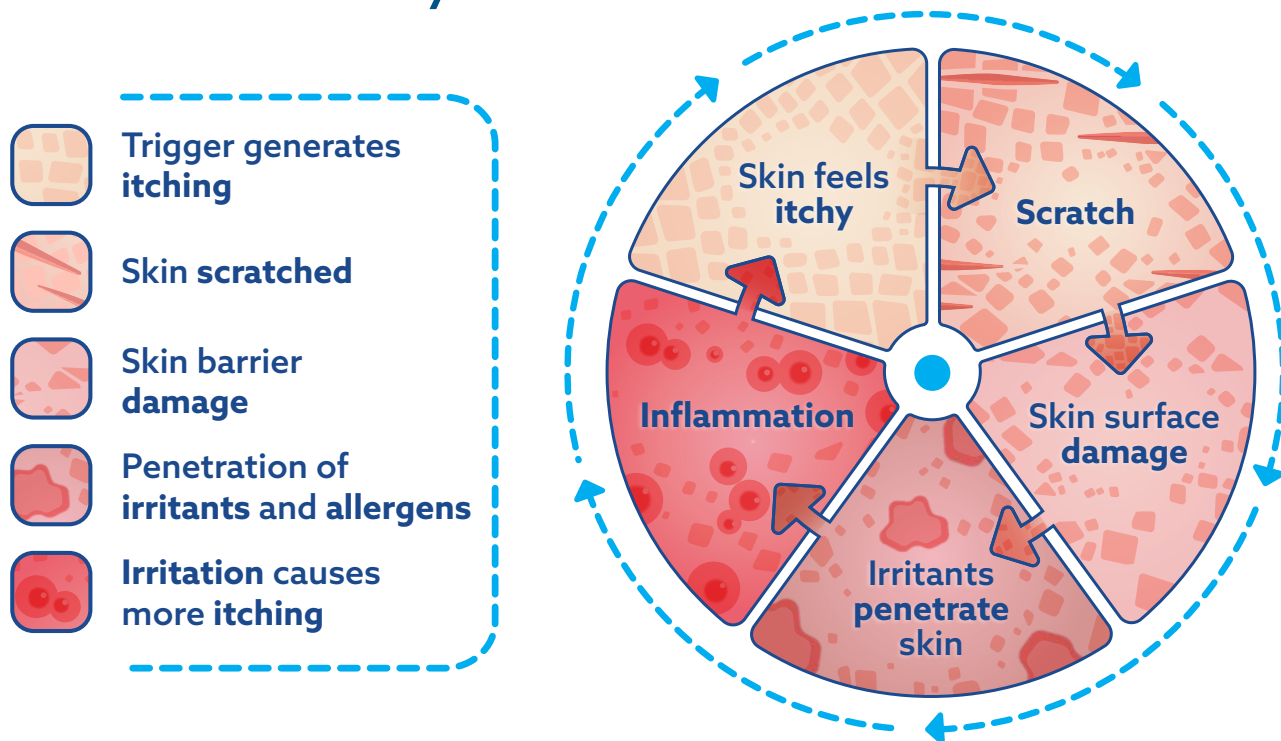


# WaterWipes® cleans and is gentle on sensitive skin

Did you know that 71% of people identify as having sensitive skin\*?

96% of Dermatologists agree that WaterWipes® is the #1 wipe choice for sensitive skin\*\*

## The Itch / Scratch Cycle



## Tips when choosing skin wipes for those with sensitive skin:

- Fewer ingredients may be better than more ingredients.
- Choose products that do not leave residue on the skin.
- Choose products with 0% alcohol and 0% perfume.
- Be mindful of the ingredients list.

\*The State of Skin Sensitivity Report, Aveeno, 2022

\*\*Source: 272 Dermatologists at AAD, USA, 2024

# Suitable for cleaning eczema-prone and sensitive skin

Effective cleaning helped reduce sensitive skin indicators, including dryness, redness, roughness, and flakiness.



Draelos Z, Sommerville J, Gilligan E. The tolerability of a Novel Wipe on Eczematous and Eczema Prone Baby Skin. [Manuscript submitted for consideration August 2025]

# Cleans, Cares and Protects

## Cleans

- low surface tension for a deeper more effective clean
- removing dirt you can and can't see

Waterwipes



1  
2  
3  
4  
5  
6  
7



**3 IN 1**

## Cares

- pH suitable
- minimal ingredients
- microbiome friendly

## Helps Protect

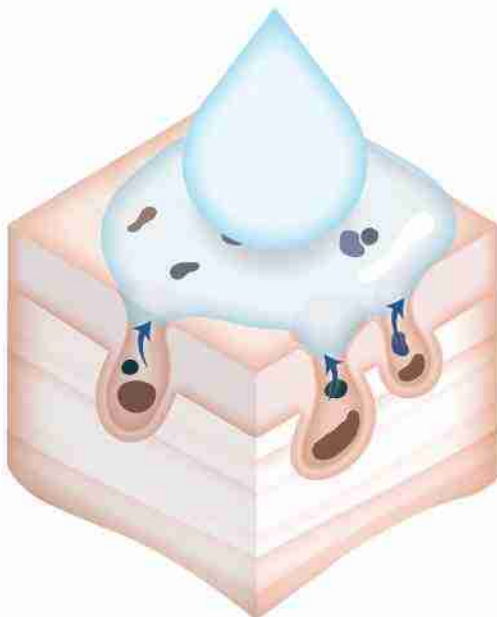
- 99.9% water
- 0% alcohol & perfume
- no residue of surfactants & emulsifiers
- accreditations

...world's purest wipes  
for sensitive skin

# WaterWipes® 7 Stage water purification means our wipes:

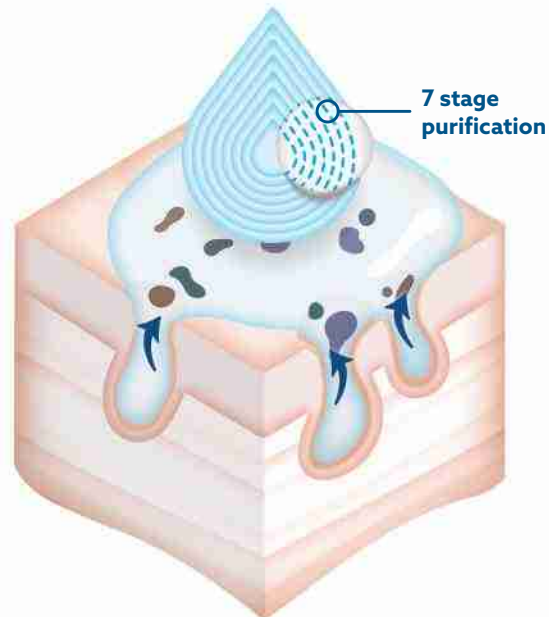
- ✓ provide a deep and more effective clean
- ✓ and leave no residue

Skin cleaned with tap water

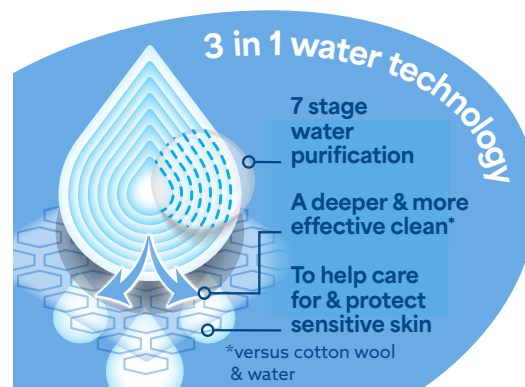


Tap water alone cannot reach dirt sitting deeper within the skin's pores and crevices, meaning some is left behind.

Skin cleaned with WaterWipes®

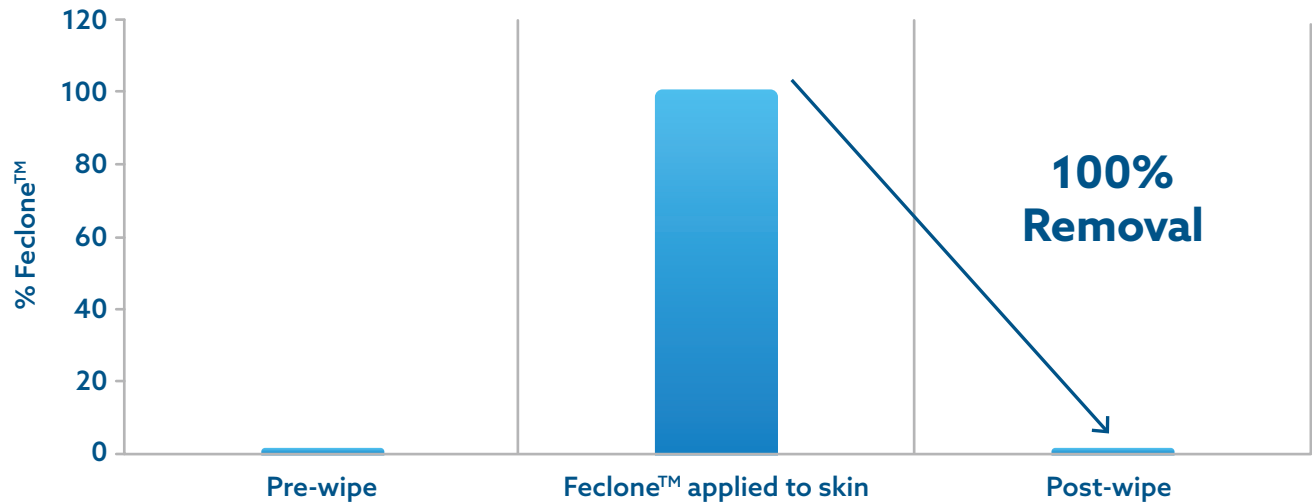


WaterWipes® unique 7 stage water purification technology enables our formulation to reach the dirt deep within the skin, without the need for added surfactants.

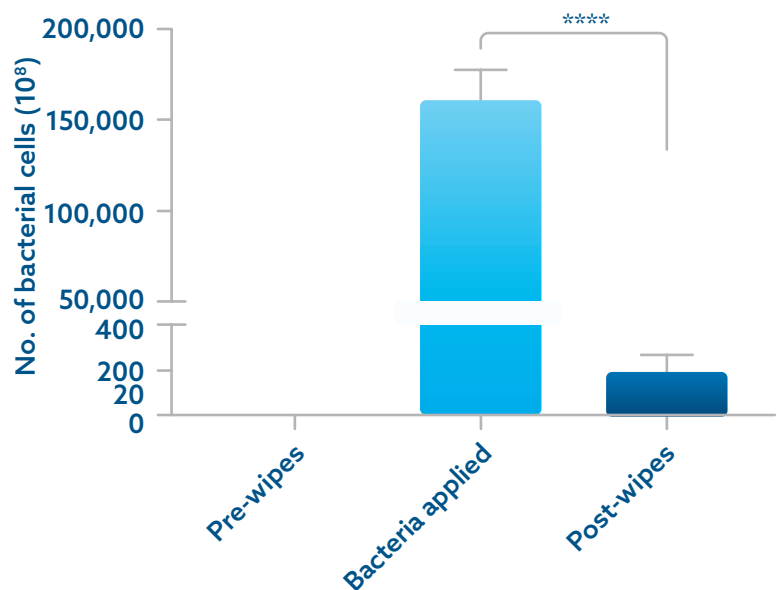


# A clean you can trust

WaterWipes® cleans 100% of the dirt applied to the skin



WaterWipes® cleaning efficiency and removal efficiency of *E.coli* from the skin was 99.99%.



\*\*\*\*  $p < 0.0001$

Marisa A, Shadrach W, Holohan K, et al. An alternative approach to validate the cleaning efficiency of a skin cleansing wipe. *Cosmetics*. 2024;11(5):172.



# Microbiome friendly accredited

WaterWipes® is the first wipe brand to date to have received the **microbiome-friendly certification**, indicating that a product made from ultra-pure water and minimal ingredients respects the balance of the skin microbiome. A healthy skin microbiome is key for an intact skin barrier.

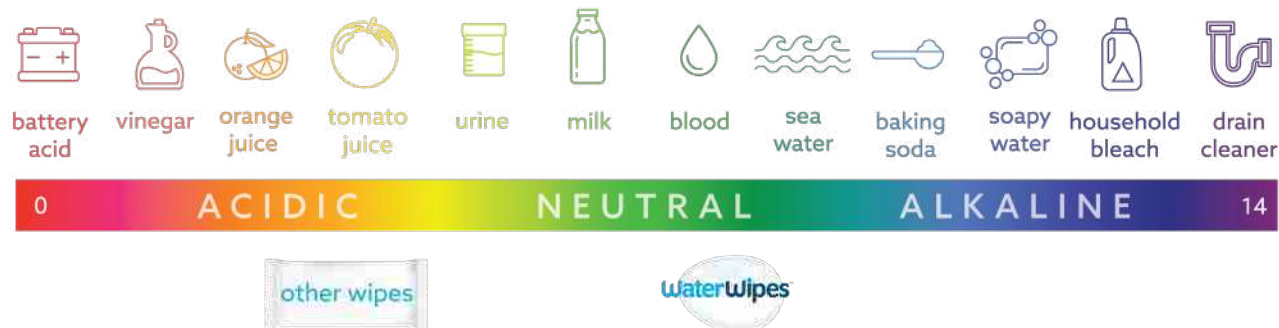


# WaterWipes® has a pH in the neutral range, similar to that of blood or water.

The pH of WaterWipes® is different from the pH of many other baby wipes. WaterWipes® formulation has a pH in the neutral range whilst many other baby wipes have a pH in the acidic range.

For individuals with sensitive skin it may be preferable to cleanse the skin with a wipe in the pH neutral range, that gently cleanses and soothes the skin.

## WaterWipes® and pH



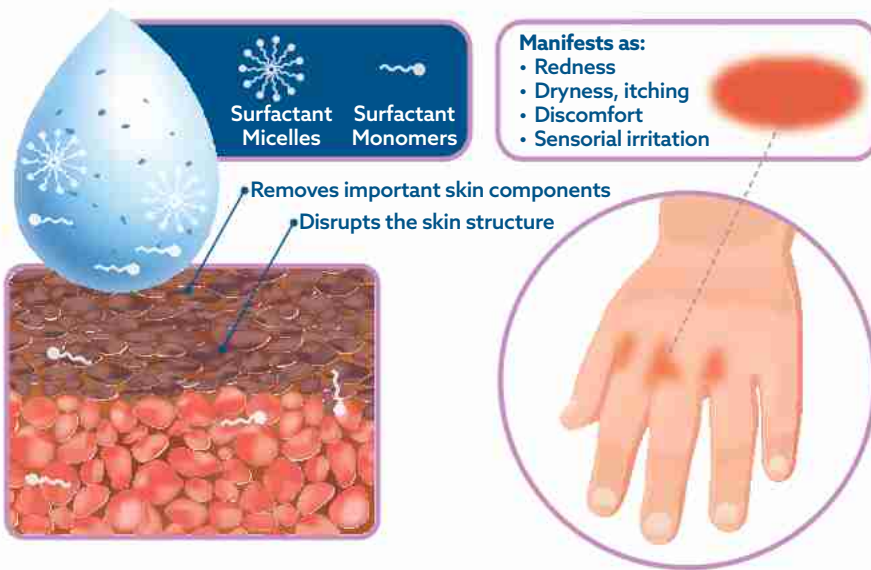
# Suitable for older skin

Skin becomes thinner as we age and increasingly fragile.

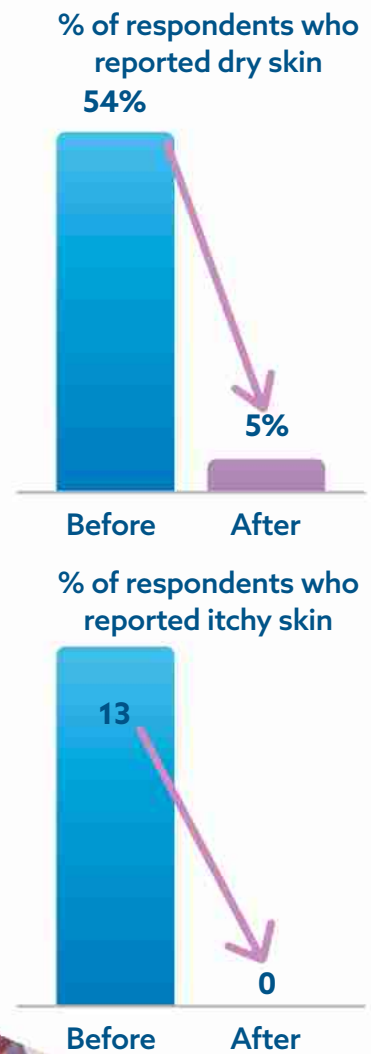
Using detergent-free wipes, such as WaterWipes® sensitive+ body & intimate, to cleanse skin has been shown to be effective in older adults.

Incontinence-related irritation in aged skin can cause mechanical injury and increased susceptibility to infection. Cleansing wipes for ageing skin should be formulated to help protect the skin barrier, with mild formulations that gently cleanse and support the acid mantle, preventing an increase in trans-epidermal water loss (TEWL) and potential irritation.

### Excessive used of harsh surfactants



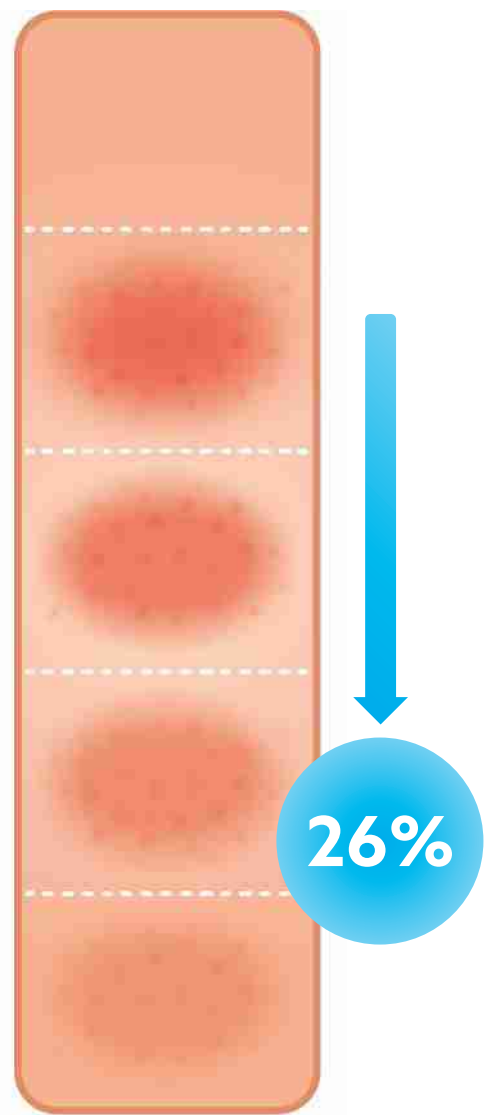
### 14 day user study in the USA with Adult Wipes



# WaterWipes® are unique and superior

**99.9%**  
WATER

- No residue of surfactants and emulsifiers
- Non foaming
- 0% alcohol & 0% perfume
- Proven to soothe and calm skin by up to 26%\*



\*Instrumental test, 10 participants, July 2023

Protects

# WaterWipes®

## Most widely accredited wipe brand in the world



External Affairs: November 2025

WaterWipes® are a cosmetic product and do not treat, cure or prevent any medical conditions

[www.waterwipes.com](http://www.waterwipes.com)