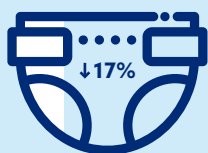


WaterWipes® reduces incidence & shortens duration of nappy rash in premature babies¹

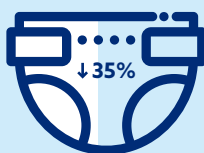


'Real-world' data in 1,070 premature babies

Use of WaterWipes, alongside perineal skin care guidelines:



Reduced overall nappy rash incidence in premature babies by **17%**



Reduced severe nappy rash incidence in premature babies by **over a third**

Shortened duration of severe nappy rash in premature babies by **more than half**



3.5 days

(per 100 patient-days)



\$0.79/day saving with WaterWipes vs **cloth/water** method



WaterWipes were successfully used in **premature babies** less than **30 weeks gestation** (11% were <30wk GA)



First clinical study in a **NICU** to show that WaterWipes are **well tolerated** by both term and preterm infants

WaterWipes contain minimal ingredients

99.9%



high purity water



a drop of fruit extract



Did you know?

Validated by the Skin Health Alliance as purer than cotton wool and water, WaterWipes provide gentle cleansing for the most delicate newborn skin and premature babies.



Research demonstrates cleansing perineal skin with baby wipes that are free of potential irritants can be **more beneficial** than using cotton wool and water and help **reduce skin irritation**.^{2,3}

Other wipe products



WaterWipes



WaterWipes are a non-medicated wipe option made with 99.99% high purity water and a drop of fruit extract. Other baby wipes on the market contain an average of 17 ingredients.*

*Calculation based on the average number of ingredients included within mainstream baby wipe products available globally.

References: 1. Rogers S, Thomas M, Chan B, et al. Quality Improvement Approach to Perineal Skin Care: Using Standardized Guidelines and Novel Diaper Wipes to Reduce Diaper Dermatitis in NICU Infants. Adv Neonatal Care 2020. doi:10.1097/anc.0000000000000795 [Epub ahead of print] 2. Blume-Peytavi U, Lavender T, Jenerowicz D, et al. Recommendations from a European roundtable meeting on best practice healthy infant skin care. Pediatr Dermatol. 2016;33(3):311-321. 3. Visscher M, Odio M, Taylor T, et al. Skin care in the NICU patients: effects of wipes versus cloth and water on stratum corneum integrity. Neonatology. 2009;96(4):226-234.