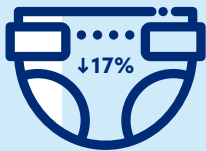


Babies had shortened duration of diaper rash when WaterWipes® formed part of their cleansing routine.*¹

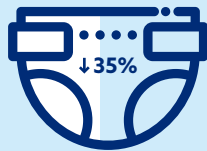


'Real-world' data in 1,070 premature babies

Use of WaterWipes®, alongside new 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)

* WaterWipes® are a cosmetic product and do not treat, cure or prevent nappy rash.
 † Rogers S, et al. Adv Neonatal Care (USA 2020) DOI: 10.1097/ANC.0000000000000795



\$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}

WaterWipes®

other wipes



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.

*WaterWipes® are a cosmetic product and do not treat, cure or prevent nappy rash.