



nearly 9 in 10

parents said it was important to use or buy products that are **eco-friendly**



75%

found environmentally friendly labelling on baby products **confusing**



85%

felt **under pressure** to do the best for their baby and the planet when choosing baby products



90%

said it was important for baby wipes to be **environmentally friendly**



27%

found the term **biodegradable** confusing when it comes to choosing baby products



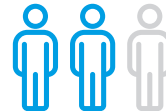
1 in 2

said baby brands should provide easy to **understand** eco labelling to make an informed choice



a third

(32%) felt **judged** by other parents, when they bought products that were not eco-conscious



around 2 in 3

(64%) bought a baby care product without fully understanding the **language** on the pack

*Atomik research among 2,003 respondents from the UK and Republic of Ireland, all parents of at least one child under the age of 5 years old. Research conducted 7th January - 13th January 2021

eco-jargon dictionary for parents

eco-jargon dictionary for parents

WaterWipes are now 100% biodegradable wipes*

Biodegradable: a material that can be broken down with the help of micro-organisms, returning the materials to the natural environment, without leaving plastic waste behind. *Choosing biodegradable baby products is one way to help the environment.*

Carbon neutral: when products are being produced they release zero carbon emissions into the air.

WaterWipes are now compostable and decompose in 12 weeks**

Compostable: the process of breaking down organic waste, in order to eventually reuse it. *For example, as fertiliser.*

Eco-friendly/Green: when something is not harmful to the environment in its use or creation.



Non-flushable: you can't flush the product down a toilet to dispose of it. *An easy way to find out is to look out for this icon which is found on packaging.*

Did you know, that with every pack of WaterWipes biodegradable wipes, you are saving the equivalent of 6 single use plastic carrier bags?*

Organic: the product is made without any artificial ingredients. *For example, organic baby food.*

Recycling: the process of taking materials, such as plastic or glass, ready to be thrown away and changing them into reusable ones.

Sustainable: using resources in a way that they can continue to be available in the future.

Vegan friendly: when the product does not contain any animal ingredients or animal-derived ingredients. *For example, vegan food wraps, which are a plant based, vegan alternative to cling film.*



WaterWipes are Vegan friendly

Zero waste lifestyle: means you use as little single-use plastic as possible – opting for sustainable and reusable alternatives that don't harm the environment. *For example, wooden toys.*

WaterWipes
THE WORLD'S PUREST BABY WIPES

For more information visit
[waterwipes.com](https://www.waterwipes.com)



@waterwipes

*Within 12 weeks in an industrial setting/plant in accordance with EN13432. Wipe material

**Versus previous pack of WaterWipes (60pk).