

# Our Ingredients



15 Jul • WaterWipes

**Find out why WaterWipes are the world's purest baby wipes providing safe cleansing for the most delicate newborn skin.**

## WaterWipes: Made with 99.9% high purity water

WaterWipes provide safe cleansing for the most delicate newborn skin and are so gentle they can also be used on premature babies.

Made from 99.9% high purity water and a drop of Fruit Extract, WaterWipes have been specifically developed to be as mild and pure as cotton wool and water.

WaterWipes are a non-medicated wipe option and contain minimal ingredients. They are manufactured using a unique and patented technology within cleanroom conditions, an environment comparable to that used in the pharmaceutical industry, allowing it to produce a gentle and effective baby wipe without the addition of unnecessary ingredients.

We recommend that HCPs are aware of the ingredients contained in baby wipe products being used on the delicate skin of babies. Given the minimal ingredients and purity credentials of WaterWipes, they are an ideal choice.

*"When our daughter was born, she developed bad nappy rash on her sensitive skin. I wanted to find out why. When I looked at the wipes we were using, I was shocked to learn how many chemicals we were putting on her delicate skin. There had to be a better option, so I set about creating a safe and pure alternative. Years later, after a lot of testing and scientific research, the perfect baby wipes, WaterWipes, were born. Pure, gentle and safe for the most delicate skin, yet as convenient as a regular baby wipe. Every day around the world, new parents are discovering the benefits of our gentle and safe WaterWipes for their baby's skin, I hope you like them too."*

*Edward McElaney*  
WaterWipes Creator

**INGREDIENTS: Water (Aqua) 99.9%, Citrus Grandis (Grapefruit) seed extract 0.1%\***  
\*Contains trace of Benzalkonium Chloride

children. Avoid getting into eyes. Store in a cool dry place. Best used before printed EXP.

- Never cut open the individual pack or transfer wipes to another container as the integrity of the product will be compromised and may cause discolouration.
- Because we don't use chemicals to "bind" the liquid to the wipes, the WaterWipes water can sometimes migrate to the bottom of the pack, making the top wipes feel a little dry. Simply turn the pack over and squeeze a few times to redistribute the water.
- Find out more at [www.waterwipes.com/faq](http://www.waterwipes.com/faq) or contact us at [info@waterwipes.com](mailto:info@waterwipes.com)

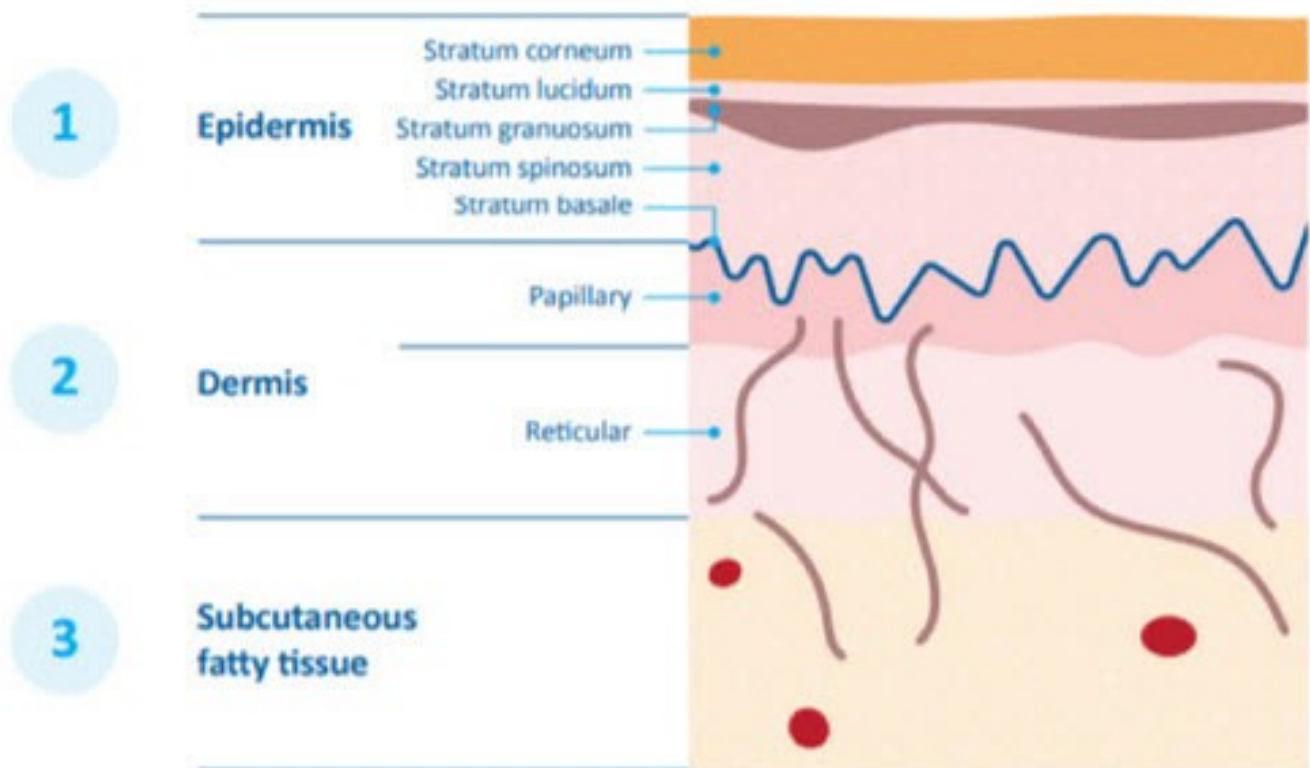
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# Why is a pure and gentle wipe with minimal ingredients so important for babies skin?

## The unique properties of baby and infant skin

It consists of three main layers:



The skin is the body's largest organ and has three primary functions: protection, regulation and sensation. It consists of three main layers - the epidermis, dermis and subcutaneous fatty tissue.

The epidermis is further divided into the stratum corneum, stratum lucidum, stratum granulosum, stratum spinosum, and stratum basale. The stratum corneum is the outermost layer and acts as a protective barrier against microorganisms, chemicals and allergens. Significant clinical evidence stresses the importance of the stratum corneum and its barrier function for babies, especially neonates.<sup>1</sup>

The epidermis in babies is 20% thinner and the stratum corneum is 30% thinner,<sup>2</sup> which increases susceptibility to permeability and dryness.<sup>3</sup> From birth, barrier function and the water handling properties of the stratum corneum are continually optimising and the properties that make infant skin unique are thought to persist at least through the first 12 months of life.<sup>1</sup> Baby skin is also less firmly attached than mature skin and has a higher propensity to increased trans-epidermal water loss and reduced stratum corneum hydration, reflecting a less effective skin barrier function.<sup>3,4,5</sup>



Also because the ratio between baby body surface to baby body weight is higher, topical agents are more readily absorbed and can therefore have a more pronounced effect on baby skin.<sup>3</sup> All these factors combine to make neonate and infant skin a less effective barrier and as a result it is far more delicate and vulnerable, requiring special care and protection.

It is therefore important to select the correct types of products and ingredients for use on the skin of babies to help prevent nappy rash, minimize skin conditions such as eczema, and preserve the skin barrier function. The National Institute for Health and Care Excellence (NICE) Guidelines also note that medicated wipes should not be used.<sup>4</sup>

## Understanding common wipe ingredients

It is recommended that topical agents used for cleansing babies should not adversely alter or affect the protective skin barrier. When choosing products for infant and newborn skin, it is recommended that pH neutral products are chosen, products containing only mild preservatives, that are fragrance-free, alcohol-free and soap-free. Fragrances and preservatives are the two most clinically relevant allergens found in personal care products. All cosmetic and personal care products must include a list of ingredients, and this is a legal requirement.

Consumers are increasingly demanding products with minimal ingredients. However, even in wipes considered 'pure' or 'natural' the average number of ingredients start at seven.

AVERAGE NUMBER OF INGREDIENTS	
 THE WORLD'S PUREST BABY WIPES	2
Pure wipes	7
Natural wipes	10
Sensitive wipes	15
Standard wipes	16

The diagram below outlines a list of ingredients often found in other baby wipes. When different ingredients are present, often emulsifying agents are needed to allow the ingredients to mix together evenly. A buffer may be required to maintain the pH levels and sometimes a thickening agent to ensure the solution is the right viscosity. For these reasons, it is difficult to create a formulation that has minimal ingredients, but WaterWipes have created a unique and pure formulation that has done just this with two ingredients.

INGREDIENTS		FUNCTION
Aqua		<b>Solvent</b> Helps dissolve the ingredients
PEG-40 Hydrogenated Castor Oil Polysorbate 20 Cetearyl Alcohol		<b>Surfactants</b> Removes dirt and oil
Benzoic Acid Phenoxyethanol Sodium Benzoate Potassium Sorbate		<b>Preservatives</b> Prevents deterioration of the product
Aloe Barbadosensis Extract Panthenol Tocopheryl Acetate		<b>Skin conditioning agents</b> Improves skin feel
Caprylyl Glycol Ethylhexylglycerin		<b>Emollients</b> For feel and shine
Polysorbate 20 Cetearyl Alcohol Glyceryl Stearate		<b>Emulsifiers</b> Mixes and disperses ingredients
Disodium EDTA Propylene Glycol Xanthan Gum		<b>Viscosity agents</b> To control thickness
Limonene Alpha-Isomethyl Ionone Hexyl Cinnamal Benzyl Alcohol Geraniol		<b>Fragrance allergens</b> Present in the fragrance/parfum which provides a pleasant scent
Sodium Citrate Citric Acid		<b>Buffers</b> To maintain pH
Glycerin Caprylyl Glycol		<b>Humectants</b> Hold water

## What makes WaterWipes different to other baby wipes?

WaterWipes are made from 99.9% high purity water and a drop of Fruit Extract.

The Fruit Extract has naturally occurring antimicrobial properties, and acts as a gentle skin conditioner. WaterWipes are soap and fragrance free to help reduce the risk of drying out the skin and the potential development of contact dermatitis.

Several clinical studies, overseen by dermatologists, have been commissioned which demonstrate that WaterWipes have good skin compatibility, are non-irritating and non-sensitising.<sup>7</sup>

Furthermore, WaterWipes also have numerous global accreditations, sponsorships, endorsements and registrations, including:

-  Allergy UK
-  The National Eczema Association of America (NEA)
-  The French Association for the Prevention of Allergies
-  Eczema Association of Australasia (EAA) sponsorship
-  Deutsche Haut- und Allergiehilfe e.V.
-  The Vegan Society

## References

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- 6 NICE. Postnatal Care up to 8 Weeks after Birth (subsection – Maintaining Infant Health, Section 1.4.23 – Skin)
- 7 Data on file. Conducted by an independent testing laboratory