P&G North America Baby Care continues to improve its line-up with innovations to Pampers Cruisers, Pampers Swaddlers and Luvs diapers. As babies grow, develop and explore their world, they need a diaper that allows them to play freely, provides a great fit, and stays drier. Pampers Cruisers and Pampers Swaddlers have been redesigned to prevent poor-fitting or saggy diapers that can limit babies’ freedom of movement. In addition, based on feedback from parents, new Luvs diapers have introduced larger tabs that make it easier to fasten diapers.

Unlike ordinary diapers, which have an unstructured core, Pampers Cruisers and Pampers Swaddlers have three Extra Absorb Channels™ that help distribute wetness evenly from front to back to keep baby drier and for a noticeably better fit that doesn’t sag like other ordinary diapers.

Pampers Cruisers:

- Moms say new Pampers Cruisers allow their babies to move more freely and play at their best each and every day.
  - 89% said it reduced bulkiness between the legs
  - 93% said it kept baby’s skin dry
  - 91% said it distributed and locked wetness evenly

- Pampers Cruisers continue to have a thin core to help lock away wetness and provide up to 12 hours of protection.

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Pampers Swaddlers:

- A new outer cover is even softer than current Pampers Swaddlers.

- Pampers Swaddlers is the #1 choice of U.S. hospitals and continues to provide a wetness indicator and absorb away liner on all sizes, from preemie to size 6.

Luvs:

- In addition to the larger, easier-fastening tabs, new Luvs diapers also have fun new graphics.

- Luvs with NightLock™ helps lock away wetness – even overnight.

1Based on size 4 vs. a leading value brand


3Based on sales data of the newborn hospital diaper

About Pampers’ Extra Absorb Channels™ Technology:

- The new absorbent core channel design represents four years of research and 30 new patents have been filed on this new design to date.

- Thirty-five consumer tests were conducted in seven countries. Nearly 9,000 babies tried the new diaper in product studies.

- With the new design, the diapers are still made from the same safe and mild materials as before.

Availability:

New Pampers Cruisers, Pampers Swaddlers and Luvs diapers will be available at retailers throughout the U.S. and on Pampers.com and Luvs.com beginning in August 2015.

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