P&G North American Baby Care has launched major upgrades across its entire line, with an expansion of Pampers Swaddlers through size 5, improved absorbency for Pampers and Luvs diapers across the entire line, and gentle cleaning for Pampers Sensitive Wipes.

Pampers, the #1 global diaper brand serving 25 million babies in more than 100 countries around the world, is committed to help keep babies drier and happier:

- Pampers Swaddlers, the #1 choice* of hospitals, is now available through size 5.
- Improved Pampers Cruisers feature our best protection and fit.
- Pampers Baby Dry provides up to 12 hours of overnight protection.
- Pampers Easy Ups are 25% more absorbent than the leading training pants.
- Luvs with Night Lock helps lock wetness away, even overnight.
- Pampers Sensitive wipes now feature our Softgrip Texture™, which means less wiping for more gentle cleaning.
- Improved packaging across the portfolio makes it easier for mom to understand which product and benefit is the best for her baby.

*Based on sales data

Huggies Pull-Ups® is a registered trademark of Kimberly-Clark Worldwide, Inc.

pginnovation.com
About Diapers & Wipes Technology:

P&G offers a family of diapers and wipes designed to meet each baby’s needs:

• Pampers Swaddlers
  – Longer absorbent layer provides protection against up to 20% more BMs.
  – Wetness Indicator™ on all sizes clearly shows when it might be time for a diaper change.
  – Umbilical notch now available on size 1 and 2.

• Pampers Cruisers
  – The core has been boosted up to 20% with more absorbent material*
  – Features delightful new graphics

• Pampers Baby Dry
  – Longer absorbent area that delivers up to 12 hours of overnight protection
  – The absorbency has been increased to cover up to 95% of overnight loads**
  – Delightful new graphics, colored tabs and a belted design to reassure mom the diaper will hold up

• Pampers Easy Ups
  – The core in Easy Ups Trainers for Boys has been redistributed to improve speed of absorbency for Boys
  – The proprietary absorbent fibers have been increased in Easy Ups Trainers for Girls

• Pampers Wipes
  – The entire wipes lineup now features Softgrip Texture™ so parents can wipe less to get baby clean
  – Hypoallergenic and perfume-free Sensitive Wipes are 20% thicker vs. Pampers Natural Clean

• Luvs
  – New Night Lock provides boosted absorbency and is Luvs’ largest absorption area ever, for faster absorption

* Sizes 3–5
** Sizes 2–5

Availability:

The complete diapers and wipes upgrade will be available throughout North America beginning mid-September 2013.