Pampers Delivers Its Smallest Diaper Ever for the Tiniest Premature Babies Designed in Partnership with Neonatal Intensive Care Unit (NICU) Nurses

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First diaper from a major diaper brand specifically developed for babies weighing as little as 1 pound

CINCINNATI--(BUSINESS WIRE)--Pampers, the brand trusted to be the #1 choice of U.S. hospitals* for more than 40 years, has partnered with Neonatal Intensive Care Unit (NICU) nurses to design and introduce the new Pampers Preemie Swaddlers Size P-3 diaper. The new Size P-3 is three sizes smaller than Newborn diapers to fit the tiniest and most vulnerable premature babies born in the second trimester and weighing as little as 1 pound (500 grams). Pampers is the first major diaper brand to offer a diaper specifically designed for babies this small. To underscore the importance of this development, Pampers has joined forces with March of Dimes, the only national organization dedicated to finding the causes of preterm birth. Together through the Touches of Love campaign this fall, we will celebrate all babies, especially those in the NICU, and those who care for them.

“Pampers has been dedicated to the happy, healthy development of babies since our very first diaper more than 50 years ago,” said E. Yuri Hermida, vice president, North America Baby Care, P&G. “In 2002, we were the first major diaper manufacturer to create a diaper for premature babies. When nurses asked us to design a diaper for babies as tiny as 1 pound, everyone at Pampers was inspired to create our best diaper yet for the most vulnerable babies.”

Advances in medical science have enabled younger and smaller babies to survive, which has created the need for even smaller preemie diapers that are also specially designed to meet their unique needs. In a recent survey1, nurses told Pampers that currently available premature diapers do not conform to a premature baby’s shape and proper positioning for optimal development. New Pampers Preemie Swaddlers Size P-3 diapers are designed to minimize disruption to help with sleep, positioning, and medical care for premature infants. They feature a contoured narrow core to help with developmentally optimal hip positioning. Other diapers used by NICU nurses today have a wide core that can push baby’s legs apart and do not allow baby’s hips and legs to rest comfortably, which 99% of nurses agree disrupts healthy growth and development2.

The new Size P-3 diaper represents three years and more than 10,000 hours of research by Pampers product development and consumer research teams, including in-depth research with over 100 NICU nurses. “At Pampers, we’ve worked closely with hospitals, pediatricians and nurses for 40 years, and we know that a gentle, loving touch is essential to babies’ health and development,” said Amy Tally, Senior Scientist, Pampers Hospital Diaper Development, P&G. “For our newest and smallest preemie diaper, we set out to meet the very unique needs of premature babies and the nurses who care for them. The result is a diaper designed to provide comfort and protection without getting in the way of medical care – to offer a small touch of love to the most vulnerable babies.”

Pampers knows that premature babies’ delicate skin requires the softest materials. Pampers diapers are specially designed with blanket-like softness and gentle flex cuffs to improve comfort for each baby and help support skin-to-skin care in the NICU. All Pampers Swaddlers diapers also have the unique Absorb Away Liner™ that pulls away wetness and runny mess (a common side effect of babies on antibiotics) from baby’s skin. The new Pampers allow for all-over fastening and are equally absorbent in the front and back, providing nurses with the flexibility to change and position the diaper to accommodate for medical leads, lines and other interventions. This means nurses no longer need to cut or fold larger diapers to find the right fit for the smallest of babies.

“The care and comfort of these tiny premature babies couldn’t be more important, and Pampers has designed a diaper that I believe meets their needs better than anything available to us today,” said Linda Lacina, MSN, RN, NIDCAP Infant Developmental Specialist and Education Specialist at Cincinnati Children’s Medical Center. “With a contoured and customizable fit, nurses can position these new diapers in a way that’s best for each baby, while not hindering medical care. Having a Pampers diaper as part of the NICU also helps the experience feel more ‘normal’ to moms and dads, which is important, too.”

The materials in Pampers Preemie Swaddlers diapers are safe and gentle, and are the same materials used safely in Pampers hospital and retail diapers for many years. Pampers partners with leading pediatricians, pediatric dermatologists and safety
experts to confirm the materials we use are safe for babies.

Previously, Pampers Preemie Swaddlers were only available in sizes P-1 (Preemie Small) and P-2 (Preemie Extra Small). Pampers Preemie Swaddlers Size P-3 diapers are currently available in select hospitals in the United States, and will be available to hospitals across the U.S. and Canada before the end of 2016.

About Pampers®
For more than 50 years, parents have trusted Pampers to care for their babies. Pampers is a part of The Procter & Gamble Company (NYSE:PG) and is the #1-selling diaper worldwide. Every day, more than 25 million babies in 100 countries around the world wear Pampers. Pampers offers a complete range of diapers, wipes and training pants designed to provide protection and comfort for every stage of baby's development. Visit www.pampers.com to learn more about Pampers products, join the Pampers Rewards program, and find ideas and information to help your baby get the most out of love, sleep and play.

About Procter & Gamble
P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit http://www.pg.com for the latest news and information about P&G and its brands.

About March of Dimes
The March of Dimes is the leading nonprofit organization for pregnancy and baby health. For more than 75 years, moms and babies have benefited from March of Dimes research, education, vaccines, and breakthroughs.

More information regarding the Pampers Touches of Love campaign and March of Dimes will be announced later this fall. For the latest resources and health information, visit the March of Dimes websites at marchofdimes.org and nacersano.org. To participate in our annual signature fundraising event, visit marchforbabies.org. If you have been affected by prematurity or birth defects, visit our shareyourstory.org community to find comfort and support. For detailed national, state and local perinatal statistics, visit persistats.org. You can also find us on Facebook or follow us on Twitter.

*Based on sales of the newborn hospital diaper

1 An independent survey of more than 150 nurses conducted in August 2016 at COINN - Council of International Neonatal Nurses Conference

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Pampers delivers its smallest diaper ever, developed with NICU nurses for babies weighing as little as 1 pound.