

The Diaper Dermatitis Dilemma.

WaterWipes®
THE WORLD'S PUREST BABY WIPES

25%

of babies experience severe diaper dermatitis¹ leading to

20%

of all childhood dermatological visits² and

1M

healthcare visits each year¹



7-35% of babies

experience at least one episode of diaper dermatitis³.

Newborn skin is about 30% thinner than that of an adult⁴ and must be protected to serve as a barrier against environmental stresses that can lead to diaper dermatitis.

While a washcloth and water may seem like the best approach to cleaning baby's sensitive skin, **it may not be enough...**

Friction of a wash cloth may irritate skin impacted by diaper dermatitis⁵

Studies show that some baby wipes can exacerbate diaper dermatitis^{6 7 8}

Wipes with additives or preservatives may further irritate baby's skin⁵

Consider a hypoallergenic baby wipe that is 99.9% ultra-pure water and a natural skin conditioner like grapefruit seed extract (GSE), to cleanse baby's delicate skin to help reduce the causes of diaper dermatitis for babies under your care.



Learn more and sign up to our HCP newsletter at www.waterwipes.com



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