



# Healthcare Brochure

Scientific research for healthcare professionals

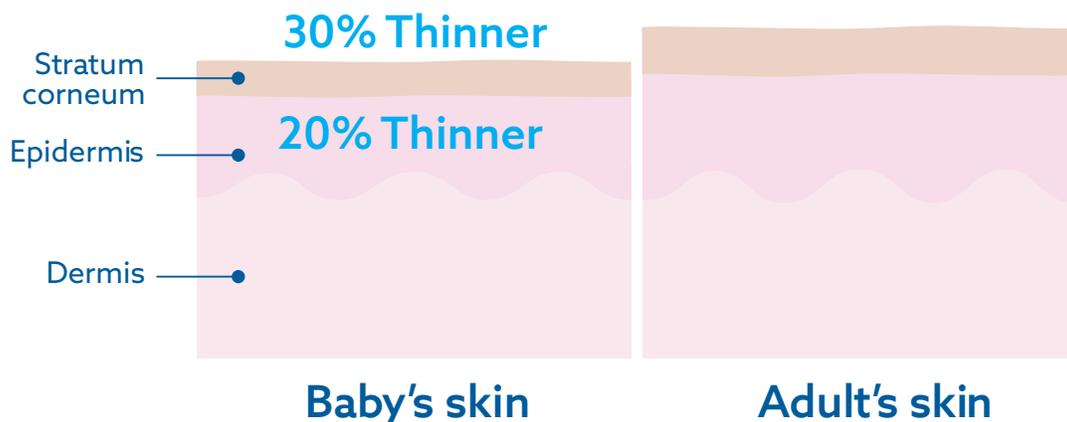
**WaterWipes**  
THE WORLD'S PUREST BABY WIPES

# Caring for Delicate Infant Skin

A newborn's skin is vulnerable and delicate, with the infant skin barrier continuing to develop and strengthen during the first year of life.<sup>1</sup> Protection is a key function of the mature skin barrier, acting as a defense against allergens, infections, and irritants. Therefore, caring for and protecting infant skin is important for their overall health.

## Structural differences between baby and adult skin

The skin of infants and young babies is unique compared with that of older children and adults. The outer most layer of skin, known as the epidermis, is 20% thinner in babies and the outer most layer, known as the stratum corneum, is 30% thinner,<sup>2</sup> which increases susceptibility to permeability and dryness.<sup>3</sup>



Babies thinner skin, increased transepidermal water loss (TEWL) and higher body surface to body weight ratio combine to make baby and infant skin a less effective barrier. As a result, it is far more delicate and vulnerable, requiring **special care and protection**.



## Products for baby skin

The increased absorption of topical agents through baby skin and their impaired epidermal barrier function makes it important to choose skin cleansing products that maintain skin integrity. When considering products for use on neonate or infant skin, the aim should be to use those with **minimal ingredients**. Ideally, they should be fragrance free, alcohol free, contain only a mild preservative<sup>4</sup> and have as **few ingredients** as possible.

## Diaper dermatitis and skin cleansing

Diaper dermatitis is a common condition among infants. There is no single irritant that causes diaper rash, although prolonged contact of the skin with urine and feces in the diaper is considered the most common factor.<sup>5</sup> It is therefore crucial that diapers are changed regularly, and the area is thoroughly cleansed.

### Diaper Rash - treatment/prevention

- ◆ Allow for diaper free time
- ◆ Diaper fits correctly
- ◆ Apply thin layer of barrier cream before putting the diaper on
- ◆ Avoid fragranced soap or body washes, or anything that will affect the skin barrier



# Gently Cleanses Delicate Newborn Skin

WaterWipes® have been specifically developed to be as **mild and pure as cloth and water**, to help maintain the important skin barrier function of the stratum corneum, while offering the **convenience of a wipe**. They provide safe cleansing for the most delicate newborn skin and are so gentle they can also be used on **premature babies**.



WaterWipes® brought together an international group of HCP experts in 2020 to provide recommendations on the best practices for diaper area skin care to support other HCPs, parents, and caregivers.

The expert group recommended that HCPs advise parents or caregivers to choose baby wipes with the fewest possible ingredients for cleansing baby skin.

## Just 2 ingredients



Other baby wipes can contain an average of 12 ingredients, WaterWipes® baby wipes have just two: Water (99.9%) - specially purified to clean babies' skin and a drop of fruit extract (0.1%) - to condition the skin and protect its integrity.

# Did You Know?

## WaterWipes® Are Purer Than Cotton Wool and Water

WaterWipes® are made using 99.9% purified water and a drop of Fruit. Our unique water technology means we do not need to add multiple additional ingredients.

Following a review of the scientific review, the Skin Health Alliance validated that WaterWipes® baby wipes are purer than cotton wool and water.

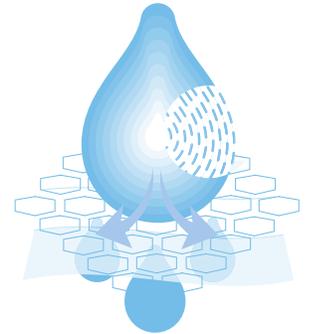


### Cotton wool and water\*

**Water**  
Impurities and other minerals

**Cotton wool**  
Detergents and impurities

\*cooled boiled water



### WaterWipes®

- **7 step purification process** removes impurities, softens and purifies the water
- **Fruit extract** helps maintain skin integrity



### The Skin Health Alliance drew its conclusions from the following findings:

- There are many similarities between the use of wipes versus cotton wool and water – the literature supports wipes as being gentler on the skin.<sup>6,7</sup>
- Although water and cotton wool are perceived to be 'pure', particulates, impurities and other minerals found in both the cotton material and the water (even when boiled) can be found
- WaterWipes® has demonstrated good antimicrobial effectiveness against bacteria and mold
- WaterWipes® scored highly across several HCP and midwife quantitative studies for purity<sup>8</sup>

# Minimal Ingredients

Whilst historically the use of cotton wool and water has been considered the best way to cleanse a baby's diaper area, more recent clinical studies support the idea that baby wipes are a convenient alternative for parents.<sup>6</sup>

In 2020, the first study to directly compare three baby wipe formulations showed that the use of WaterWipes<sup>®</sup>, which contained the fewest ingredients, was associated with reduced incidences of moderate-to-severe nappy rash compared to the wipes of the two other brands<sup>9</sup>.

AVERAGE NUMBER OF INGREDIENTS	
 WaterWipes	2
Pure wipes	9
Natural wipes	10
Sensitive wipes	10
Standard wipes	12

98%

of Healthcare professionals agree WaterWipes<sup>®</sup> with minimal ingredients is ideal for babies skin\*.

\*A survey of 356 healthcare professionals at AWHONN USA, 2022



## Microbiome Friendly

WaterWipes<sup>®</sup> are the first wipes to have been certified as 'Microbiome-friendly' for their adult sensitive wipes and baby wipes by MyMicrobiome. This accreditation evaluates personal care products that are used on the skin to examine their effect on the microbiome of specific body sites.

We strongly believe that baby wipes should contain the fewest ingredients. We are proud to have created a unique product containing minimal ingredients that offers a deeper more effective clean whilst being gentle on even the most delicate skin.

# Other Products in Our Range

## WaterWipes® Textured Clean Baby Wipes



- ◆ Textured wipes that are kind on sensitive skin but tough on mess
- ◆ Made with 99.9% water and a drop of fruit and berry extract
- ◆ Our 100% viscose wipes are plastic free\* and made from plant fibers†
- ◆ Suitable for faces, hands, feet, and bottoms
- ◆ Awarded The National Eczema Association Seal of Acceptance™ and certified by The Vegan Society

## WaterWipes® XL Bathing Wipes



- ◆ Extra-large, lightly textured wipes
- ◆ Made with 99.9% water and a drop of fruit extract
- ◆ Perfect for a rinse-free solution between baths or to provide an all over clean when you're outside the house, plastic free\* wipe and compostable§
- ◆ Safe to use for all ages, from babies to toddlers and beyond
- ◆ Awarded The National Eczema Association of America Seal of Acceptance™

## WaterWipes® Adult Care Wipes



- ◆ Extra-large, textured wipes designed to clean all over
- ◆ Made with 99.9% water and a drop of fruit extract
- ◆ Plastic free wipes\* and compostable§
- ◆ Proven to be suitable for use on sensitive and rash-prone skin
- ◆ Awarded The National Eczema Association Seal of Acceptance™
- ◆ Dermatologically Approved by Skin Health Alliance

# Online Learning for HCPs

The WaterWipes® Health Academy is an online learning platform where nurses can earn CE/CPD points. There is a wide selection of courses available accredited for continued education.



All courses are designed to meet professional needs and help HCPs further their skills and knowledge of infant care. All courses have been created by HCPs for HCPs.

To enroll in a free course, visit: <https://ushealthcare.academy.waterwipes.com>

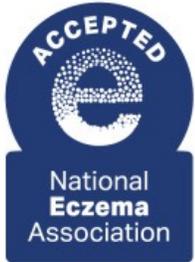
\* The claim does not refer to the full product lifecycle nor the external plastic packing and relates to the wipes only. For more information see our website.

† Wipe made from regenerated cellulose (viscose) utilizing wood pulp as a precursor. For more information see our website.

§ The viscose wipes satisfied the requirement of EN 13432, ASTM D6400, and ISO 17088 when independently tested under simulated home and industrially compostability processes. The wipes successfully fulfilled all aspects of laboratory testing namely [chemical characteristics, biodegradation, disintegration and ecotoxicity]. Please check country specific waste management practices to determine available disposal options and if composting is facilitated. Wipes soiled during diaper changes should not be composted. Does not refer to the full product lifecycle nor the plastic pack and relates to the wipes only. For more information please see our website.

# Global Accreditations

WaterWipes® has secured numerous accreditations and is the preferred choice by many NICU's throughout the world.



For more information, please visit our website:

<https://www.waterwipes.com/us/en/health-care>

All graphics and information were correct at the time of print, November 2022.

## References

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5. Benitez Ojeda AB, Mendez MD.Updated 2022.Diaper Dermatitis. StatPearls Publishing. Available at: <https://www.ncbi.nlm.nih.gov/books/NBK559067/>.
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8. 8 out of 10 HCPs agree WaterWipes is the purest baby wipe in the world with only 99.9% of purified water and a drop of fruit extract. 96% of midwives consider WaterWipes to be the purest baby wipe. Source: A survey conducted with 100 Midwives and Public Health Nurses as part of a study by Behavioural & Attitudes in July/August 2019.
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