

BABY BASICS

The Skinny on Babies' Skin

(NAPSA)—Is there anything as soft, delicate and beautiful as a baby's skin? The answer, according to any and every parent, is no. But those same parents may not know the best way to protect their little one's skin and how to clean it gently and safely. For years, expectant and new parents were taught to clean their babies' bottoms with a washcloth and water. Today, however, there are new products on the market, such as Pampers Sensitive Wipes, that are even gentler than a washcloth and water, according to clinical studies. Not only that: The wipes help maintain a baby's natural, healthy skin condition.

Aside from making a baby uncomfortable, a wet or dirty diaper can also raise the pH level in the diaper area, allowing irritants to damage the skin. Sensitive Wipes provide a pH buffer that quickly helps bring the skin back to normal. They are unscented, hypoallergenic, and free of latex and alcohol, ingredients that can also irritate some babies' skin.

Sensitive Wipes also contain lotion that helps prevent over-drying (helping to keep a baby's skin soft and smooth).



Gently clean your baby's skin to help preserve natural, healthy skin condition.

Parents can and should be picky about the products they use for their baby. It makes sense to choose a wipe that cleans gently and safely, without irritating ingredients, and that helps keep their baby's skin naturally soft and beautiful.

For more information on Sensitive Wipes, parenting or other baby care topics, please visit www.pampers.com.