



Sleep Easy with
New Pampers® Baby-Dry

You are seven months old and it is 7pm. You have just enjoyed your bath and milk and are ready to fall asleep. Mummy has made sure that your bedroom is nice and cosy and you are wrapped up inside your cotton blankets. Musical rhymes are quietly playing in the background. Now imagine being woken by a leaky nappy – how upset would you be?

Well, thanks to new Pampers Baby-Dry your bottom stays dry for you to carry on sleeping until morning.

A good night's sleep is important for your baby to develop physically and mentally and that is why new *Pampers Baby-Dry* has been designed to absorb *more* than ever before but with *less* bulk leaving your baby nice and dry through the day as well as throughout the night.

This super absorbent nappy is designed to draw the wee away from the baby's bottom and to lock it away so when your baby has to 'go' through the night it should not disturb their sleep pattern. Additional features of the nappy - a soft breathable backsheet, soft lotioned topsheet and wide soft tapes help ensure that new *Pampers Baby-Dry* fits well to keep your baby's bottom dry through the night.

"At Pampers we work closely with both sleep psychologists and parents to understand the challenges parents face when trying to develop a sleep routine for their baby. The newly upgraded *Pampers Baby-Dry* has even better absorbency and so the baby will stay nice and dry through the night allowing for mum to concentrate on developing baby's sleep routine for a peaceful night's sleep," commented David Jones, Pampers Brand Manager.

New *Pampers® Baby-Dry* will be available alongside other *Pampers* products in supermarkets and retailers from July and costs around £5.65 for a carry pack.

Sleep well with new Pampers Baby-Dry for unbeatable dryness!

-Ends-

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