

latest innovations



New **Pampers Cruisers** featuring three-way fit lets babies move freely and play at their best, with fit that adapts to babies’ waists, legs and bottoms – giving them the freedom to play their way. The diapers have been enhanced with a longer absorbent area and new soft quilted backsheet. Inspired by babies and moms, these innovations build on Pampers’ equity of caring for the happy, healthy development of babies.

Pampers is always looking to improve the product experience, so when moms told us how much they love the softness of Pampers Swaddlers, we listened – providing the same quilted softness and making these upgrades to Cruisers:

- A new soft quilted backsheet improves the overall softness impression.
- Since absorbency is always a top priority, Cruisers now features a longer absorbent core for mom’s assurance, because older babies are moving and often drinking more and loading their diaper more than babies in the smaller Swaddlers sizes.
- The inside of the diaper has been changed from periwinkle to white: consistent with the overall soft, gentle, and skin-friendly aesthetics.
- New Sesame Street graphics on the landing zone and backsheet deliver premium aesthetic appeal.





About Pampers Cruisers featuring three-way fit Technology:

Pampers optimizes the core of the diaper through a deep understanding of fluid distribution and diaper technologies. Pampers Cruisers featuring three-way fit extends the diaper's absorbent patch by 20 percent, allowing for better fluid distribution and continuing to help provide up to 12 hours of leakage protection. It also capitalizes on existing Pampers thin core technology, which produces a diaper that is less bulky than some other diapers.

Availability:

Pampers Cruisers with three-way fit will be available in mass, drug, club, grocery and e-retail throughout the U.S. and Canada starting in August 2011. The soft Swaddlers backsheet will begin rolling out on Pampers Cruisers starting with sizes 3 and 4 and expanding throughout the line-up.



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