



Uninterrupted Sleep is Next Best to Breast Feeding / Balanced Diet for a Baby's Development

New Pampers keeps babies dry all night, aids uninterrupted sleep for their healthy development

Mumbai, December 12, 2006: Pampers, the World's No.1 Diaper Brand and one of the World's Top 50 Innovations (as per TIME magazine) conducted **India's First-ever Baby Sleep & Development Survey** via ACNielsen among 200+ pediatricians in 12 metros & class 1 towns across India. The survey revealed that **Uninterrupted Sleep is Next Best to Breast Feeding / Balanced Diet for Babies' Development** and that **93% pediatricians believe that uninterrupted sleep helps babies develop healthier than babies who do not get uninterrupted sleep.** As a solution, P&G will be launching **New Pampers in India with Absorbent Gel Material (AGM)** technology for superior urine absorption to aid uninterrupted sleep. The survey revealed several benefits of uninterrupted sleep in babies like building immunity, allowing the brain to produce growth hormones, de-stressing, energy recovery and motor skill development.

These and more new-to-the world insights from India's First-ever Babies Sleep and Development Survey were revealed at the **Pampers Sleep Secret Revelations**-cum-Launch of **New Pampers. New Pampers** has been uniquely developed for Indian babies with three distinct features: (i) *Absorbent Gel Material (AGM) technology for superior urine absorption, transformation into gel and no leakage ensuring a good night's sleep* (ii) *Special low coverage Bikini Shape for freedom of movement and comfort in hot and/or humid weather condition and* (iii) *Re-fastenable tape allowing mothers to open and re-fasten diapers as many times as they need to adjust the fit or check for soiling, without losing its grip (unlike regular glue tapes).* This provides babies utmost comfort, protection from wetness versus cloth, skin remains dry even with multiple wettings, thus leading to longer hours of uninterrupted sleep.

Mr. J.P. Kuehlwein, Associate Marketing Director, Pampers, P&G said, *"Pampers, the world's No.1 diaper brand has given 30 million babies across 150 countries the gift of uninterrupted sleep every night. With 45 million babies, India is home to the largest number of the babies in the world (China comes second with 27 million babies) and it is our quest to provide every Indian baby the gift of uninterrupted sleep and healthy development with the launch of New Pampers. Affordability has been a key barrier to diaper-usage in India to date, so we are offering New Pampers at only Rs. 10 per diaper on an average. This should give a significant boost to Pampers and the baby care category in India, improving the lives of Indian babies!"*

Key findings from the Pampers Baby & Sleep Development Survey

- **Top Six Factors crucial for Babies' Healthy Development** are Breast Feeding, Balanced Diet, Uninterrupted Sleep, Physical Contact, Outings & Massage. Therefore **Uninterrupted Sleep is next best**

- **93% Pediatricians believe that Uninterrupted Sleep essentially helps babies develop healthier**
- **Top Seven Factors leading to Frequent Sleep Interruptions among babies** are Hunger / waking up for feeds, Cloth Nappy wetting and Uncomfortable clothing, Illness / Colic, Temperature extremes (too hot / too cold), Noise / Traffic and Thirst
- Babies between six months to two years **must have 11-13 hours of sleep**. However, as per the *Pampers Fact Book*, globally **92% babies get less than 12 hours of sleep at night, 50%+ wake up at least once a night and 61% parents notice adverse change in babies' mood after a broken night's sleep.**

Frequent sleep interruptions / inadequate sleep is known to adversely impact babies health and result in delays in motor skill development, make the baby feel irritated, and result in lower energy levels the next day.

Eminent Pediatrician & Sleep Expert from Hinduja Hospital, Member - Indian Academy of Pediatrics, Dr. Indu Khosla reiterated, *“Uninterrupted sleep in babies is essential for optimal physical and mental growth and can impact the long-term performance of the child. Parents need to ensure right interventions such as timely feeds, no wet nappies and a peaceful environment to give their babies uninterrupted, adequate sleep.”*

Sharing her motherhood experience **actor-mother Raveena Tandon** said, *“Becoming a mother has been life's most rewarding experience and I am not surprised to learn that uninterrupted sleep is just as important as breast feeding / balanced diet for a baby's development. Using Pampers has been an integral part of Rasha's growing up and every morning I look forward to that special moment of her waking up fresh with a broad smile, ready for an active, playful day ☺ thanks to the restful sleep with Pampers. I am glad that the affordability of New Pampers now makes good quality diapers accessible to more Indian mothers.”*

Added **Dr. Aditi Govitrikar, GP, model, expectant mother** of 7-year-old Kiara and ex-Mrs. World said, *“As a doctor and mother, I have observed that mothers take it for granted that babies will wake up routinely in the night due to frequent wetting, without realizing that such sleep interruptions are affecting their growth and development. However, using a good quality diaper like New Pampers actually ensures that your baby sleeps undisturbed for long hours. Having used Pampers for my daughter Kiara, I look forward to giving my second baby the perfect gift of uninterrupted sleep and healthy development with New Pampers.”*

To enable mothers to choose the size that perfectly fits their babies, New Pampers is being launched in three different sizes - Small, Medium, and Large as per the weight of the baby, as well as in different pack counts ☺ Packs of 2s (Small and Medium Rs. 20, Large Rs. 22); Pack of 5s + 1 (Small Rs. 59, Medium Rs. 60, Large Rs.

116); Pack of 10s + 2 (Small Rs. 116, Medium Rs. 120, Large Rs. 128); and, Pack of 25s + 3 (Medium Rs. 275, Large Rs. 295). These are available at general stores, super markets, and chemists across India.

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