



latest innovations

Being introduced in North America, **Pampers Swaddlers and Cruisers with Dry Max** are our new high performance diapers and the biggest innovation for the Pampers brand in the last 25 years. Pampers has invented the Dry Max technology to improve the current Swaddlers and Cruisers core. The Cruisers diaper is 20 percent thinner. This hard-working diaper helps lock wetness in and is Pampers' driest diaper ever.

New Pampers Swaddlers and Cruisers with Dry Max have game-changing benefits for mom, baby and the world:

- For Baby:** These are our driest diapers ever and the new, revolutionary Dry Max™ technology helps lock wetness in for up to 12 hours. The new thinner core gives baby freedom to move and play with all-around softness to keep him comfortable so playtime never ends.
- For Mom:** The thinner design allows mom to carry or store more of them within less space. She can also be confident that she is getting a hard working diaper for the same great price.*
- For the World:** They help you reduce your impact on the environment. If current Pampers Swaddlers and Cruisers users in North America switched to the new Pampers with Dry Max diaper, they could together throw away the weight of a billion less diapers every three years.**

* The product is being offered to retailers at the same price. Pricing is at the sole discretion of the retailer.

** Based on 08/09 North American volume for Swaddlers/Cruisers.



Pampers Cruisers with Dry Max has:

- New Dry Max technology – our driest ever – to help lock wetness in up to 12 hours
- Twenty percent less bulk, making it Pampers' thinnest diaper and our driest ever
- Softer outer cover for comfort inside and out
- Tapered design
- Sesame Street® characters*
- Will be offered for the same price as current Pampers Swaddlers and Cruisers. (Pricing is at the sole discretion of the retailer.)

About Dry Max Technology:

- Dry Max describes the new “engine” or core of Cruisers and Swaddlers diapers.
- It allows for the removal of the airfelt (paper pulp) found in current Swaddlers and Cruisers, resulting in a thinner and less bulky core. Currently, Pampers is the only brand with this technology on the market.
- The thinner core is enabled by the new Absorbent Gelling Material (AGM), removing the need for airfelt. The AGM is more permeable, meaning it locks wetness in faster than previous AGM.
- The Dry Max technology will also be available in Pampers Swaddlers diapers for new babies in March 2010.

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Availability:

Pampers Swaddlers and Cruisers with Dry Max will be available at mass, discount, baby specialty, grocery and eRetail stores where Pampers products are sold beginning March 2010 in North America.

For more information or to request a free sample of Pampers Cruisers with Dry Max beginning February 12, visit www.Pampers.com.



* Sesame Street® is a licensed character with Pampers in North America