



Pampers Limited Edition Prints add a touch of fashion and fun to babies’ biggest wardrobe staple – their diaper! These new Pampers diapers are designed to appeal to moms who look for style in everyday things, without compromising performance.

Pampers Limited Edition Prints deliver Pampers’ trusted wetness protection and comfort for baby, while introducing stylish design for little trendsetters:

- Parents want the very best for their little ones, and sometimes it’s the little things – like how a baby is clothed – that can bring added joy to mom and dad.
- Today’s mom looks for style in baby gear – her baby is a reflection of her.
- Fashion revolves around prints and patterns, and Pampers now offers the same style sense for babies.
- Available in designs for both boys and girls, parents can choose floral and polka dot prints for girls, and argyle and toy car prints for boys!



About Pampers Limited Edition Prints:

Since a diaper is the first piece of clothing a baby will ever wear, Pampers has developed Limited Edition Prints to help make it special. Created to appeal to mom's sense of fashion, these prints reflect the latest design trends and offer clothing-like cues – such as size tags and buttons – to make a more engaging and compelling product impression.

Availability:

Pampers Limited Edition Prints will be available in mass, drug, food and e-retail outlets in the U.S. beginning in late May through September 2011.



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