

The World's purest baby wipe



- ◆ 99.9% water, 0.1% fruit extract
- ◆ A suitable alternative to cotton wool and water
- ◆ Chemical free
- ◆ The only baby wipe ever approved by 

A baby's skin is more vulnerable than an adults

An infant's skin is physiologically different when compared to the skin of an older child or adult in terms of structure, composition and function.

When a baby is born, the outermost layer of their skin is incomplete, making their skin on average 30% thinner than adults.



Up to 50% of babies will suffer from nappy rash at least once.

Baby's skin is extremely vulnerable and needs special care and protection.

Skin this delicate needs special care

An infant's skin has a weaker barrier than an adult, so any product applied to the skin will be absorbed faster.

That's why Midwife Margaret Merrigan Feenan recommends that only cotton wool and water or WaterWipes are used on newborn babies.

WaterWipes are made with all-natural ingredients, so they won't irritate delicate skin; in fact, they can help avoid the causes of skin conditions such as nappy rash.

WaterWipes Story

When our CEO, Edward McCloskey, became a father, like most parents, he and his wife decided to use baby wipes because they were so convenient. However after his baby suffered nasty nappy rash, Edward looked more closely at the composition of these baby wipes and he was really surprised to discover the synthetic chemicals and preservatives involved.

"I have always believed that you shouldn't put chemicals on your baby's skin, if you don't have to. This was the impetus behind the development and launch of WaterWipes, the world's only chemical-free baby wipes, which are made using 99.9% water and a tiny droplet of fruit extract. As pure and gentle as cotton wool and water but as convenient as a baby wipe. Every day, in every corner of the world, new mums and dads are discovering the benefits of chemical-free, gentle and safe WaterWipes for their baby's delicate skin."

INGREDIENTS COMPARISON

INGREDIENTS

WaterWipes

Other Leading Sensitive Baby Wipe

Water	✓	✓
Grapefruit seed extract	✓	✓
Disodium EDTA		✓
Citric Acid		✓
PEG-40 Hydrogenated Castor		✓
Trisodium Citrate		✓
Phenoxyethanol		✓
Ethylhexylglycerin		✓
Benzyl Alcohol		✓
Xanthan Gum		✓
Sodium Benzoate		✓
BIS-PEG/PPG-16 PEG/PPG-16/16 Dimethicone		✓
Caprylic/Capric Triglyceride		✓
Fragrance		✓

Number of Ingredients:

2

13

Product Features

- ◆ Unique and patented technology
- ◆ Manufactured in cleanroom conditions
- ◆ No chemicals added
- ◆ 99.9% Purified Water and 0.1% Grapefruit Seed Extract
- ◆ Approved by Allergy UK and awarded the National Eczema Association of America's Seal of Acceptance



What's in WaterWipes?

99.9% Water

Purified through a chemical-free process that sterilises the wipe material and alters the surface tension of the water resulting in a 'soft feel' and more effective cleansing.

0.1% Grapefruit Seed Extract

A natural extract that has skin conditioning and moisturising benefits. Also a mild, natural antimicrobial agent which helps to maintain good skin condition and reduce any inflammatory response on the skin.

**97% of Midwives
recommend
the use of
WaterWipes***

WaterWipes are available from leading supermarkets, pharmacies and online. Visit WaterWipes.com to find your nearest stockist.

*Source: Spark Research Study of 102 Midwives, October - November 2014