



Queries for the Medical Team

EMEA & LATAM Partner Event March 2021

1) What are the differences between
BaSICS & Utah studies?

BaSICS and UTAH

Clinical studies have shown babies cleansed with WaterWipes have a lower incidence and a shorter duration of nappy rash / diaper dermatitis in both term and preterm babies

Study references:

Price AD, Lythgoe J, Ackers-Johnson J, Cook PA, Clarke-Cornwell A, MacVane Phipps F. The BaSICS (Baby Skin Integrity Comparison Survey) Study: a prospective experimental study using maternal observation to report the effect of baby wipes on the incidence of irritant diaper dermatitis from birth to eight weeks of age. *Pediatrics & Neonatology* 2020. doi:10.1016/j.perneo.2020.10.003.

Rogers, S., Thomas, M., Chan, B., Hinckley, S. K. & Henderson, C. A Quality Improvement Approach to Perineal Skin Care: Using Standardized Guidelines and Novel Diaper Wipes to Reduce Diaper Dermatitis in NICU Infants. *Adv Neonatal Care* 2020. doi:10.1097/anc.0000000000000795 [Epub ahead of print]

waterwipes

Key Differences

- **BaSICS Study**

- Full Term Healthy Babies
- 698 babies
- 0-8 weeks
- Home setting
- Assessed by their mothers
- For each day of Diaper dermatitis* experienced by the WaterWipes babies, it would have lasted approx. 50% longer had they used the other brands
- Mothers using WaterWipes on their babies' skin had a lower incidence of nappy rash* (19%), compared to those cleansed with brand one (25%) or brand two (30%).

- **Utah Study**

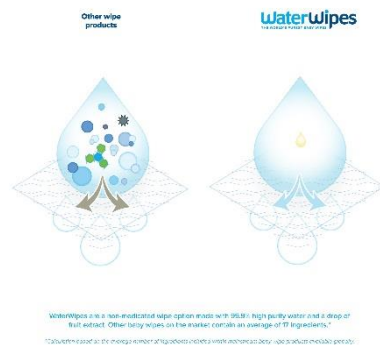
- Preterm babies
- 1070 babies
- 23 weeks to 41 weeks old
- NICU setting
- Assessed by Nursing staff
- 17% reduction in DD (all)
- 35% reduction in the group categorised as severe DD
- Cost Saving (wipe was dearer than other brand but ultimately they had a 0.79cent saving)
- Duration of severe DD was also shortened by more than half (57%) - 3.5 days per 100 patient-days.

WaterWipes

2) What are the main medical USP's
for getting WaterWipes used by the
hospitals?

Key USP for selling into hospitals

- 1) Clinical data to support that babies cleansed with WW had lower incidence & shorter duration of DD
- 2) Minimal ingredients – Just 2 ingredients therefore gentle on skin even the most delicate skin
- 3) Identify the current method of cleaning in the hospital e.g. Cotton wool & water / liniment / other wipes and compare and contrast the ingredient lists



AVERAGE NUMBER OF INGREDIENTS	
WaterWipes [®] <small>THE WORLD'S PUREST BABY WIPES</small>	2
Pure wipes	7
Natural wipes	10
Sensitive wipes	15
Standard wipes	16



3) The trace that is declared on WW (BAK),
is it present on any other medical product?

BAK –

Benzalkonium Chloride is a substance used in many health and beauty products to keep ingredients fresh and bacteria-free. It has been used since the 1950s and is found in lots of every day products such as eye-drops, throat lozenges and soothing creams for burns and cuts. It is also sometimes found in milk-based products such as ice cream.

Function = Preservative

70% of Eye drops contain BAK



4) Do we have two different tailored approaches for paediatricians and midwives?

Paediatricians V Midwives approach

- Paediatricians

- Data led decision making
- Physical copy of the paper
- Functional messaging
- Know and be able to answer questions around the paper
- Other key messages – low surface tension without having to add surfactants

- Midwives

- More interested in examples of colleagues using it
- Emotional messages resonate better i.e.
 - Nappy Rash
 - Causes
 - Prevention
 - Minimal ingredients / purity
 - Care for skin
- Support we can provide via website

WaterWipes

5) Are the 2 studies valid also with the biodegradable product?

Yes completely valid as the formulation is unchanged and the wipe material was 20% viscose and we have moved to 100% viscose, so no new fabric has been introduced.

Each of the accreditations assessed the changed and all said they agreed with the change



6) Is there a plan to make a study to compare WaterWipes with another traditional cleaning method such as cleansing water and liniment?

7) When we will be able to communicate the studies to consumers?

MID April

BaSICS Toolkit will be shared with all markets it's a launch around nappy rash claim and BaSICS is the substantiation as opposed to launching the trial to consumers.

8) How can we engage HCP's as
ambassadors in countries where we have
regulations and limitations? E.g.
Netherlands, France

Advice

- **Look at your competitors**
 - How are they making arrangements
 - Look at similar OTC brands (Not milk formula)
 - Develop personal relationships with HCPs
 - If you know HCPs in your region well, take time to sit down with them and identify the best way to move forward
 - Don't Break and rules and regulations

9) Why do we prefer to communicate “a drop of fruit extract” instead of grapefruit seed extract? Some HCP know about the grapefruit seed benefits and it could be more powerful.

- It was a marketing decision based on consumer understanding of the extract and it may have been to bring less attention to GSE if there were negative opinions circulating in the consumer space at that time.
- Grapefruit Seed Extract (GSE) is a natural skin conditioner.
- WaterWipes contain 1 part GSE to 1,000 parts water. 0.1%
- Grapefruit seed extract is a naturally derived extract, rich in vitamin C with antioxidant properties. It helps maintain the integrity of the skin and acts as a protective barrier and natural skin conditioner.

10) Are WaterWipes safe to clean babies' eyes?

Yes: The product can be carefully used around the eye area. However, it cannot be used in the eye (including water/lash lines etc.) as this is outside of the scope of a cosmetic product.

11) Could WaterWipes be use to clean the skin before applying another dermatological treatment?

Yes , WaterWipes are ideal in such a situation

12) If baby skin is already showing some atopic reaction, is it safe to use WW?

Generally yes, but it would depend on what is causing the atopic rash – advice from Doctor / Physician may be required.
If the rash is thought to be citrus related then No.