

no more washing diapers

Disposable diapers story

The need for diapers has been around since the beginning of history. Throughout the ages, people have created their own versions of diapers using natural resources such as milkweed leaf, animal skins, packed grass and moss. While there's no record of how often these makeshift diapers were changed, it is widely believed that in some cultures it was no more than once every three or four days. In colder regions, infants were often bound up in blankets that kept them warm and acted as primitive diapers. In warmer tropical climates, diapers were rarely used. Mothers tried to anticipate their baby's bowel movements and took them outside away from the house to avoid messes.



It wasn't until the mid-nineteenth century with the advent of cheap manufactured cotton fabrics that cloth diapers began to emerge. Diapers were typically rectangular or square in shape and were folded and fastened on infants as garments or undergarments. Always

seeking ways to protect their children, many moms would add their own twist to the diaper phenomenon. Some would place natural absorbing materials such as moss or peat inside the diapers to help collect waste and some would simply put two or more diapers on their child to limit leakage.

Disposable Diapers Emerge

Disposable diapers were developed simultaneously in Europe and North America between the 1930s and 1950s, with most progress taking place after World War II. Technological advances such as the development of more soft and absorbent materials propelled the disposable diaper to a new level. As the new product received increased exposure to a variety of markets including pharmacies, hospitals, medical supply houses and department stores demand gradually began to grow. Still, manufacturers perceived them as a specialty product with limited potential due to their high cost relative to cotton diapers.

K-C Enters Disposable Diaper Category

Kimberly-Clark had worked on disposable diapers for years before introducing the Kimbies brand in 1968. Kimbies featured several key innovations that became industry standards, including a triangular shape that was uniquely contoured to a baby's body, a new absorbent material (fluff pulp instead of tissue pulp), a spun-bonded polypropyleneliner and adhesive tape fasteners. However, the brand still wasn't perfected and many consumers complained that, when their child was upright or playing, the diaper sometimes leaked.



Expanding Into the Premium Diaper Market

K-C's leadership determined that Kimbies did not have a long-term future. They needed to do something completely new or get out of the business. K-C researchers had been quietly working on a rectangular-shaped diaper. Introduced in 1977, the popular-priced line was called Kleenex Super Dry diapers. At the same time, K-C researchers were aiming for the emerging premium-priced market with a new product called Kleenex Huggies, which was introduced in 1978. It was an hourglass shaped diaper that featured elastic at the legs. By 1982, Huggies was distributed nationwide and a year later, Huggies with refastenable tapes was the leading premium diaper.



Evolving to Meet Babies' Needs

Over the years, a steady stream of innovative improvements designed to provide extra comfort and a more natural fit, as well as to reduce diaper rash and improve skin wellness, has enabled Huggies to maintain its market leadership. A few of those product enhancements included the launch of Huggies Supreme diapers in 1994, Huggies Baby-Shaped Fit diapers, Huggies Overnites diapers, and the recent introduction of



two new supreme diapers under the Huggies brand - Huggies Supreme Gentle Care and Huggies Supreme Natural Fit diapers. Huggies Supreme Gentle Care diapers offer new cottony-soft materials called Cuddleweave to provide a comforting and secure feeling that is extra gentle for newborn babies. In addition, its preemie and newborn sizes are the only diapers in the market with a new U-shaped umbilical cord opening offering the most-gentle protection for a younger baby's sensitive belly button area. Huggies Supreme Natural Fit, introduces Hugflex, a new hourglass shape so the diaper fits and feels more natural to older babies.

To learn more about Huggies products and to read informative articles and insights from moms and other experts on pregnancy and parenting, visit the Huggies Baby Network at www.huggiesbabynetwork.com or www.huggies.com.

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