



**Pampers Premium Care with Dry Max™** core is a new generation of ultra-thin diapers, bringing our high level of dryness to moms and babies in Central & Eastern Europe, Middle East & Africa (CEEMEA). This hard-working diaper helps lock in wetness and is Pampers' driest and thinnest diaper ever.

**Ultra-absorbent Pampers Premium Care with new revolutionary Dry Max™ is our driest diaper ever, helping to protect baby's skin so baby can enjoy the full meaning of the mom's loving touch.**

- Pampers Premium Care is designed to provide our ultimate comfort and protection. The revolutionary diaper innovation helps ensure our best skin protection for your baby.
- New Pampers Premium Care with Dry Max™ technology protects your baby's precious skin in order to protect the skin's ability as a powerful vector of communication. This helps mom communicate with baby through touch.
- Our driest, thinnest nappy provides our best skin protection so mom can pass on a powerful message of love.
- Currently, Pampers is the only diaper with DryMax core/technology on the market.





## About Pampers Premium Care with Dry Max™ Technology:

Dry Max describes the “engine” or core of Pampers Premium Care, our driest diaper ever:

- Pampers Premium Care with Dry Max™ provides up to 12 hours dryness, even overnight.
- The Dry Max™ core allows for the removal of nonessential pulp from the core of the diaper.
- The Dry Max™ core features our most advanced Absorbent Gelling Material (AGM) that captures and holds fluid and locks it in place.
- Clinically tested to help protect your baby’s skin against wetness.

## Availability:

Pampers Premium Care with Dry Max was introduced in September 2010 in Central & Eastern Europe, Middle East & Africa (CEEMEA)

### Contact

Yaprak Gokbulut  
P&G CEEMEA Baby Care  
+41580045809  
gokbulut.y@pg.com