



## Market

B&H disposable diapers market significantly grew in the last decade; it even doubled in the past 3 to 4 years. Disposable diapers consumption is still lower than in other European countries or in Central European countries such as Poland or Hungary. However, a further market growth is expected in the coming years.

In Bosnia and Herzegovina, more and more parents prefer to use high quality disposable diapers instead of ordinary ones as their involvement in baby care category is high. They know by now that the high quality disposable diapers offer the best value, even if they seem to be more expensive versus the ordinary ones. The fact that they have much better absorbency and features that help protecting the baby skin is very important for the parents.

## Achievements

Pampers® has been consistently growing since introduction in Bosnia and Herzegovina 1997, becoming the preferred choice of both parents and baby care medical community. More importantly, Pampers® has been continually involved in improving both mothers and babies' lives through permanent education and professional programs in or outside the maternities, which is being reflected in the significant market increase and consumers' preference towards high quality disposable diapers.

Pampers® delivers superior dryness and fit and it is running educational and professional campaigns with the Association of Paediatricians of Bosnia and Herzegovina as well as supporting activities of NGOs in the area of baby care. More, Pampers® expertise in baby care is recognized by both mothers and medical experts (neonatologists, paediatricians, nurses, etc.).

Pampers® works with experts from all over the world to better understand baby development. This unique understanding has helped Pampers® develop a range of diapers that best meet the

needs of babies at their different stages of development. By launching Premium Care diaper, Pampers presented its best ever diaper as a result of deep understanding of baby development and parents' needs.

## History

Even from the Prehistorical Age the babies were protected of wetness with "diapers" made of the pelt of chased animals. During the Antiquity, there were used for the same purpose other different

textile materials, while later, during the Modern Age the parents started to use cloth diapers, made of wool or cotton.

At the beginning of the Twenties Century the baby's hygiene became more and more important, that's why the parents started to boil the cloth diapers before using them.

In 1946 Marion Donovan introduced the waterproof diaper, made of polyethylene.

But the first disposable diaper ever was discovered by Vic Mills, manager at Procter & Gamble, who, as a grandfather, thought of how to make his and his nephew's life easier. This way, the first disposable diaper was introduced on the market in 1961, after many researches and tests, under the name of PAMPERS®. This name was chosen as in English "to pamper" means to caress, to spoil.

Therefore, one of the well-known products of the P&G for which great research efforts were made is the disposable diaper.

Ever since the launch, Pampers® focused on babies' development via providing high quality products to the parents to ensure a healthy development to their babies, as well as bringing numerous innovative professional programs to improve the baby care at national level. This way, Pampers® became a baby care expert in the minds and hearts of both parents and professionals.

## Product

Pampers® offers the best care for the baby's skin via 2 types of products: disposable diapers and baby wipes.

As of October 2005, Pampers® designed disposable diapers for each stage of the baby's development in order to best meet different needs:

- **Pampers® New Baby** line-up (for babies 0-5 months old) gently protects the newborns' delicate skin as in the first months of life, the babies discover the world around them through the skin touch. New Born is the only disposable diaper that





absorbs not only pee, but also soft poo due to its unique porous layer.

- **Pampers® Active Baby** line-up (for babies 3-18 months old) ensures superior dryness and, due to the most stretchiest side tapes, they assure full freedom of movement, leading to unlimited exploration for the babies curious to learn and discover new things.

- **Active Boy & Girl** pants line-up are easy to use like panties, but absorb as good as diapers, due to the special absorbing layer positioned in front for boys and in the middle for girls.

#### Pampers® Wipes

help the parents to ensure the best care for their babies' skin as their gently clean the skin, even through the smallest folds helping to protect it against irritation.

The new **Pampers® Sensitive** wet wipes recover the skin's natural pH after its contact with urine and stools, helping to protect it from inflammations.

The Pampers® Sensitive wipes contain a lotion based on chamomile and they clean even the most sensitive skin. They are dermatological tested, and they do not contain perfume or alcohol, keeping the babies' skin clean and safe.

#### Recent Developments

As a baby care expert, Pampers® has been consistently searching for new and better technologies, adding new features to the existing products or launching new products:

**1998** – Pampers® *Lotion Care* with thin strips of protecting lotion based on Aloe Vera.

**2001** – Pampers® *Air Care* which lets the air to circulate to the baby's skin.

**2002** – Pampers® *Baby Extra Dry&Fit*, with extra-wide tapes, ensuring better fit.

**2002** – Pampers® *Wipes* launch

**2003** – Pampers® *New Born* with special system for soft poo absorption.

**2004** – Pampers® *Active Baby* with thinner core for freedom of movement.

**2005** – Pampers® *Baby Stages of Development* specially designed for each stage of baby's development.

– Pampers® *Let's Go*, diapers with pull-on form launch.

**2006** – Pampers® *Naturals Wipes*, with Lavender extracts.

Pampers® *Sensitive Wipes*, with Chamomile and Aloe extracts

**2009** – Pampers® *Active Baby* with Caterpillar Stretch - Through the innovative Pampers Flex, which stretches up to 10 cm, the baby can freely crawl, walk and dance with amazing ease and flexibility

**2009** – Pampers® *Premium Care* - a new diaper range which feels 'soft like cotton', with a unique honey comb layer to draw away wetness and runny mess from baby's skin

**2009** – Pampers *Active Boy & Girl* – diapers specially designed for baby boys and baby girls.

#### Promotion

Pampers® vision is to consistently learn from babies in order to make their world better; helping them to healthy develop. All brand efforts have focused on two fronts: baby care education via professional programs and brand benefits.

Pampers® with the support of the medical

#### Kad bi znali kako da spasite život djeteta, zar bi Vas nešto moglo zaustaviti?



U nerazapirane zarizanje bebe uticra od postporaZajnog tetanusa, bolost Vaja se late moze spjeiti. Gada i Vi moitate pomoci u borbi protiv ove bolesti.

Kupujte Pampers® proizvode i podržite kampanju i poklonjenje + 1 vakcina kapi vode Pampers® i UNICEF.

1 pakovanje = 1 vakcina

Da se i njima osmjehne novi dan!



community organized several programs with strong impact on the improvement of the baby care quality.

- As of 2002, Pampers® started to support the effort of the Association of Paediatricians of Bosnia and Herzegovina for baby care via the "The National Program for Baby Care and Nutrition". This program covers over 90% of total births in Bosnia and Herzegovina and offers to almost all mothers hygiene and educational materials (eg. Baby Care Guide written by top paediatricians, Immunization scheme, samples of Pampers® diapers and wipes).

- Also starting 2006, Pampers® committed to significantly improving babies' lives. First of the examples is 7 neonatal resuscitators donated to key maternities in Bosnia and Herzegovina to ease the breathing process of newborns. The Neonatal Resuscitation Program (NRP) was developed by the American Academy of Paediatrics and the American Heart Association and endorsed in 1987.

- To improve quality of life for children and mothers in Bosnia, during 2007 – 2009, Pampers donated maternity neonatal beds and changing tables to maternities where the educational program runs.

- Pampers joined UNICEF in global fight against neonatal and maternal tetanus in African countries. During Oct-Dec 2008 period, citizens of Bosnia and Herzegovina were able to participate in this global campaign by buying Pampers pack. For each bought Pampers pack, Pampers bought 1 anti-tetanus vaccine. Bosnia and Herzegovina, in this way, donated needs for 142,700 anti-tetanus vaccine. The ambassador of the campaign for Bosnia and Herzegovina was famous TV face, Mrs Arduana Kurić.

Pampers® promotional efforts have paid special attention to the customers as well; developing special, tailored programs that jointly deliver value for both consumers and the trade.

#### Brand Values

Pampers® continuously works towards improving both mother and baby's lives, while focusing on the baby's development. The brand is famous and it earned consumers' confidence, behind the best products, customized for each stage of baby's development and continuous involvement in professional programs, leading to the improvement

of baby care quality. Procter & Gamble has a rigorous global Quality Assurance programme comprising regular Quality Assurance and Good Manufacturing Practice (GMP) audits, together with stringent follow up requirements, at all of our production sites. These requirements are consistent with ISO standards and, where appropriate, with the GMP guidelines currently in force for Drug and Cosmetic products in the United States of America, the European Union and Japan. They are also compliant with pertinent laws and internationally recognised regulations.

[www.pampers.ba](http://www.pampers.ba)  
[www.premiumcare.ba](http://www.premiumcare.ba)

#### THINGS YOU DIDN'T KNOW ABOUT...

##### Pampers

- Pampers® is the first ever disposable diaper and it was invented in 1961 by Procter&Gamble.
- Pampers® name was chosen due to the fact that in English "to pamper" means to caress, to spoil.
- The number of cases of diaper rash reported in general appears to have decreased by about 50 per cent since the introduction of disposable diapers. (Source: EDANA Sustainability Report 2005)
- Clinical studies showed that the lotion in the diaper could provide additional protection against skin rash compared to diapers without lotion. Of course, all of the lotion ingredients used are dermatological tested and are safe for babies skin.
- During activity, a baby constantly bends, stretches and twists and his tummy can expand and contract by up to 8 cm.