

DIAPER RASH 101

IT HAPPENS: BABIES GET DIAPER RASH

Diaper rash is **the most common skin problem** among infants and young children.



MORE THAN HALF of babies between 4 and 15 months of age develop diaper rash at least once in a 2-month period.



NEARLY ALL babies will get at least one diaper rash before they are potty trained.

! WHEN TO CALL THE DOCTOR

Mild cases clear up on their own within 3 to 4 days with treatment. If a rash is severe, or does not improve contact your doctor's office.

Symptoms

Slightly red, irritated skin inside diaper area

Raw, bleeding or open sores inside the diaper area

MILD



SEVERE

Causes

- 1 Irritants in BM and urine
- 2 pH changes in skin
- 3 Wet skin
- 4 Friction of diaper rubbing on wet skin



Occurs most often when:

- baby has diarrhea
- eating new or solid foods
- taking antibiotics

6

STEPS TO TREAT AND PROTECT AGAINST DIAPER RASH



Keep skin clean and pat dry



Change diapers frequently



Expose skin to air frequently



Apply a thick layer of diaper cream



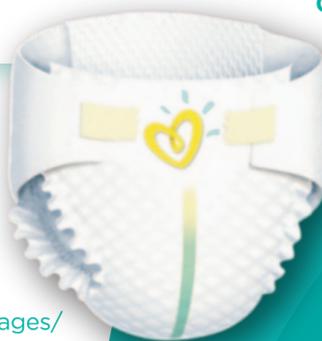
Gently clean skin with baby wipes



Use super-absorbent disposable diapers

Did You Know?

Since disposable diapers were introduced in the 1960s, improvements and innovation have helped reduce the severity of diaper rash by 50%.



For more information visit: www.healthychildren.org/English/ages-stages/baby/diapers-clothing/Pages/When-Diaper-Rash-Strikes.aspx

Pampers

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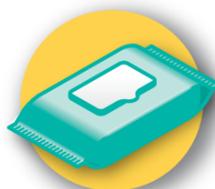
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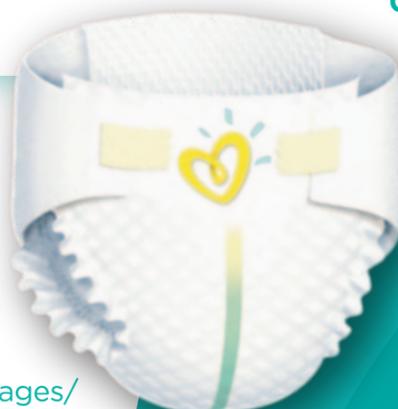
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