

26 March 2018

## Thankyou add Nappy Pants to life-changing baby range

**Melbourne, Australia.** Social enterprise, Thankyou add super absorbent and affordable nappy pants to their baby range that funds safe births and healthcare for mums and bubs in need. Independent testing showed the nappy absorption as better than Thankyou nappy competitors, while the cost per nappy offers better value for Coles shoppers.

Created with the help of Aussie parents and experts in baby care innovation, the nappy's super absorbent design features a dispersion liner that quickly draws liquid from the surface and into the nappy core to keep babies drier for longer and help prevent nappy rash. Double side skirt elastic provides additional leakage protection around the legs.

Designed for active toddlers, Thankyou Nappy Pants are slim-line and feature a 360 degree soft and stretchy waistband that flexes to the body and allows for a quick and easy change.

Nappy specs and features:

- 360 degree soft and stretchy waistband
- Super absorbent core
- Dispersion liner that quickly draws liquid from the surface and into the core
- Double side skirt elastic for an added layer of leak protection
- Easy tear seams
- Slim-line design
- Wetness indicator
- Hypoallergenic
- Latex, chlorine and fragrance free
- Monochrome prints free from lead-based inks or heavy metals

The Thankyou baby range launched in July 2016 to tackle the child and maternal health crisis. Right now, every 103 seconds a mother dies in pregnancy and childbirth and globally 2.7 million babies don't reach their first month of life because they don't have access to basic health care (WHO, 2015). Thankyou commits 100% of the profit from their baby range to fund safe births and healthcare and to date, have funded programs for 94,477 mothers and babies in Nepal and Zimbabwe.

For a limited time only, Thankyou Nappy Pants come with a free world-changer singlet made from 95% cotton (sourced from the Better Cotton Initiative) and 5% elastane jersey for a stretchy and comfortable fit. Boxes containing Thankyou singlets are market with a 'Free Singlet' sticker.

Thankyou Nappy Pants are available from Coles and [thankyou.co](http://thankyou.co).

Size ranges:

Trail-Blazer, 64 nappy pants, RRP \$30  
Little Champion, 60 nappy pants, RRP \$30

For more information or high-resolution images, please contact:

Melissa Morris, Senior PR & Communications Manager E: [melissa.m@thankyou.co](mailto:melissa.m@thankyou.co) M: 0401 182 281

Genevieve Kerin, PR Specialist, E: [genevieve.k@thankyou.co](mailto:genevieve.k@thankyou.co) M: 0400 620 169