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A NEW NATIONAL SLEEP FOUNDATION/PAMPERS® BABY-DRY™ SURVEY INDICATES MANY U.S. INFANTS AND TODDLERS SHOULD BE GETTING MORE SLEEP

Jo Frost, Star of TV's "Supernanny," Pampers and the NSF Join Forces To Help Children Wake Up Rested and Ready to Learn

NEW YORK – October 19, 2005 – There's nothing like a great night's sleep to help babies wake up refreshed and ready to learn and explore their world. That's why Pampers, experts in baby care and development for more than 40 years, has partnered with the National Sleep Foundation and Jo Frost, star of TV's "Supernanny," to help parents learn about the important health benefits of sleep and to provide insight and tips so families can enjoy more restful nights.

Unveiled today, the first-ever National Sleep Foundation/Pampers Baby-Dry Survey on Infant Sleep reveals more than 40 percent of parents report that their children, ages birth through four, are receiving less than the 12 to 15 hours of sleep recommended in a 24-hour period by the National Sleep Foundation for optimum growth and development. The survey also shows that 64 percent of babies and toddlers experience a behavior that interferes with their getting the recommended amount of sleep at least a few nights a week. These behaviors include waking up during the night, resisting going to bed at bedtime, having difficulty falling asleep at bedtime, and waking too early in the morning.

"Parents know the value of sleep. In fact, 98 percent agree that their child is happier after a good night's sleep and experts agree that children who get enough sleep are more likely to function better throughout the day," says Brett R. Kuhn, Ph.D, associate professor of pediatrics and director of the Pediatric Sleep Clinic at the University of Nebraska Medical Center. "But this survey reveals that one third of children ages six to 11 months regularly wake up twice per night or more and need help or attention, which can be very disruptive to the whole family."

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Jo Frost, star of TV's "Supernanny," draws on her more than 15 years experience as a nanny and as the author of a *New York Times* best-selling parenting book to offer some simple tips for parents to help their children achieve the proper amount of sleep. "From what I have seen while working with families, well-rested children embrace each day with a better temperament and mood, setting the tone for a much better day for the whole family," says Frost. "For example, this survey reveals that 50 percent of parents of children six-11 months old are changing their child's diaper during the night. If parents had the confidence of a more absorbent diaper, they might not feel the need to do that, and that might contribute to a more restful night's sleep."

To help set your child up for successful sleep habits, both now and as they grow older Jo Frost and the National Sleep Foundation recommend these simple tips for parents and caregivers:

1. Establish a bedtime routine and stick with it – Children thrive on routines. Parents should set a specific schedule and make sure they are following it to provide children with the cues they need to prepare for a good night's sleep.
2. Establish a regular eating schedule and food plan – If children have set mealtimes that work, they are less likely to wake up hungry in the middle of the night.
3. Make sure baby is dry and comfortable – Children should wear an absorbent diaper and sleep in a room that is quiet and comfortable.
4. Engage in wind down activities – Just like adults, children need to wind down through quieter activities like a warm bath and quiet story time.
5. Give bedtime your full attention – Sleep is a priority, and is important to the well-being of the entire family.

"Sleep is vital to a child's health, growth and overall development, learning and safety, and restful sleep benefits parents as well as children," says Dr. Loraine Stern, clinical professor of pediatrics at UCLA, who has been in private pediatric practice for 30 years and is a member of the Pampers Parenting Institute. "While it's normal for infants to awaken during sleep, most often because they are hungry or need to be fed, by 4 months or so they should be able to soothe themselves back to sleep without requiring parents to tend to them."

A restful night is extremely beneficial to baby's overall development and mood and helps lead to baby's waking up happy and ready to learn. Keeping baby dry not only during the day but throughout the night is a simple way to help promote a day full of learning and growing. Improved Pampers Baby-Dry with new UltraAbsorb™ Core absorbs better overnight than the other leading regular brand for restful nights and bright mornings.

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Pampers Baby-Dry is currently available at mass, discount, baby specialty and grocery stores where Pampers products are sold. For more information on Pampers Baby-Dry and tips on parenting please go to www.pampers.com.

The National Sleep Foundation/Pampers Baby-Dry Survey on Infant Sleep looked at the sleep habits of newborns to 4 year olds. **Key findings include:**

- Ninety-eight percent (98%) of parents agree that their child is happier after a good night's sleep.
- Thirty-four percent (34%) of parents and caregivers would change how often their child wakes up at night.
- Forty-one percent (41%) of parents/caregivers say their child experiences a sleep-interfering behavior every day/night or almost every day/night, yet only 5 percent characterized their child as having "a sleep problem." Sleep "behaviors" are described as waking up during the night, resisting going to bed at bedtime, seeming sleepy or overtired during the day, having difficulty falling asleep at bedtime, waking too early in the morning.
- One quarter (26%) of parents responding in the survey feel that their child's sleeping pattern disrupts their family's sleep at least a few times/week. Broken down by age, 27 percent of babies, 30 percent of one to two-year-olds, 43 percent of two- to three-year-olds and 66 percent of three- to four-year-olds are not getting 12-15 hours of sleep per day.

For the full results of the survey, please log on to www.sleepfoundation.org.

About the Survey/Methodology

WB&A Market Research conducted the Pampers Baby-Dry/National Sleep Foundation Survey on Infant Sleep using telephone interviews with a targeted random sample of 1003 adults who were a parent or a primary caregiver of a child under four years old living in the household. The interviews were conducted between 9/14/05 and 10/2/05. The margin of error is plus or minus 3.1 percent. The poll divides children into five age groups: 0-5 months, 6-11 months, 12-23 months, 24-35 months and 36-47 months.

About the National Sleep Foundation

The National Sleep Foundation (NSF) is an independent nonprofit organization dedicated to improving public health and safety by achieving understanding of sleep and sleep disorders, and by supporting sleep-related education, research and advocacy. NSF's policies and programs are established by a 25-member voluntary Board of Directors who include world-renowned sleep researchers. Conduct of the survey does not imply endorsement by NSF for any products. For more information about NSF, go to www.sleepfoundation.org.

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About Pampers®

Pampers is a trademark of Procter & Gamble (NYSE:PG) and the company's largest global brand and is the world's top-selling diaper brand. For more than 40 years, Pampers has been helping to improve life for babies and toddlers and the parents who care for them. Our business is inspired by babies and toddlers, created by Pampers. For more information on Pampers and the Pampers Parenting Institute, visit www.pampers.com.

About Procter & Gamble (NYSE:PG)

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella, Gillette®, and Braun. The P&G community consists of almost 140,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

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