

Huggies Brand Launches "No Baby Unhugged" to Ensure Babies Get the Hugs They Need to Help Them Thrive

New program gives hugs in hospitals, specially-designed products for the tiniest of babies and diapers and wipes donations

DALLAS, Oct. 26, 2016 /PRNewswire/ -- Parents have been instinctively hugging their babies since the beginning of time, but research shows that this natural act can do more than calm a cry or soothe some stress. Hugs can help keep a baby's heart beating at a normal rate, improve sleep and support healthy weight gain, according to a recent Huggies study titled ["The Power of Human Touch for Babies."](#)



"We believe deeply in the power of hugs, that is why every Huggies diaper and wipe is inspired by parents' hugs - to nurture baby with care, cradle baby in comfort and surround baby in protection," said Giusy Buonfantino, president of Kimberly-Clark Baby and Child Care North America. "Today, Huggies is announcing [No Baby Unhugged](#) to ensure babies get the hugs they need to thrive - from physical snuggles in hospitals and specially-designed products for the tiniest of babies, to diapers and wipes donations."

Continues Buonfantino, "This program is rooted in the foundation of the Huggies brand and is a physical expression of our promise to parents to create products and programs that help keep babies happy and healthy."

No Baby Unhugged will help babies in the Neonatal Intensive Care Unit (NICU) get the hugs they need when moms and dads can't be there, by funding grants for volunteer hugging programs in U.S. hospitals. NICUs are increasingly integrating volunteer hugging programs to make sure that the [approximate 380,000 pre-term infants born in the U.S.](#) and other newborns receive enough human contact for their health and welfare.

Parents can help give hugs too. For every person who signs up to become a Huggies Member at [Huggies.com/NoBabyUnhugged](#), Huggies will donate \$5 to support volunteer hugging program grants for hospitals*.

The [U.S. News & World Report's](#) nationally-ranked [Ann & Robert H. Lurie Children's Hospital in Chicago](#) is the first hospital to receive a Huggies *No Baby Unhugged* grant.

"Research shows that the act of hugging releases oxytocin and serotonin which reduces anxiety and stress and negates pain. We encourage parents to hug as much as they can from very early on," said Rebecca Meyers, Master of Science, child life manager at Lurie Children's Hospital. "When babies have a longer stay in the NICU and parents unfortunately can't be there all of the time, our NICU volunteers are able to step in and help provide this crucial interaction."

The Huggies *No Baby Unhugged* grant will go towards specialized training and ongoing support for the volunteers at Lurie Children's who have this very important job. Interested hospitals can learn more about the grant program [here](#).

More About Huggies *No Baby Unhugged*

Other elements of Huggies *No Baby Unhugged* includes creating special diapers and wipes for the tiniest of babies and continued Huggies product donations across the country to fight the diaper need issue in America.

The Tiniest Hugs:

In partnership with NICU Nurses, Huggies created a [distinct set of specially-designed diapers and wipes](#) to match the unique

needs of premature infants to ensure these babies have the products they need to thrive. New Huggies Little Snugglers Nano Preemie Diapers and Huggies Little Snugglers Micro Preemie Diapers are soft, gentle and fitted for the most delicate babies. These special diapers are 100 percent hand inspected, folded individually and packed by hand to ensure baby's delicate skin is clean and healthy. Every dedicated Huggies worker puts a personalized sticker and their name on each box, confirming that it has been handled with care. Huggies Natural Care Extra Sensitive Wipes are the first and only baby wipe specifically designed for premature skin to gently glide while cleaning baby's fragile, compromised skin.

Making a Difference in Diaper Need:

Kimberly-Clark first brought the issue of diaper need to the forefront in 2010, when a groundbreaking [Huggies study](#) revealed one in three U.S. moms suffer from the inability to provide fresh, clean diapers for their babies. These parents often have to choose between paying for food or diapers which can lead to increased stress and strife. Huggies has donated more than 200 million "hugs" in the form of diapers and wipes since 2010 and helped build up a capability of 300+ diaper banks across the country as the founding sponsor of the [National Diaper Bank Network](#). Huggies *No Baby Unhugged* will continue to help ensure babies get the hugs they need in the form of diaper and wipes donations. Parents can help give hugs too by simply donating their points through the new Huggies Rewards app or on [Huggies.com](#).

To learn more about Huggies *No Baby Unhugged* and how you can help give hugs too, visit [Huggies.com](#).

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust Kimberly-Clark brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No.1 or No. 2 share position in 80 countries. To keep up with the latest news and to learn more about the company's 144-year history of innovation, visit [www.kimberly-clark.com](#) or follow us on [Facebook](#) and [Twitter](#). [KMB-B]

**Up to \$50,000 in 2016.*

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