



## Nü Bamboo Nappies

Better for your baby, better for the environment

New parents go through several brands of nappies before they find one that works well for their baby. It's not an easy task with so many important points to consider.

### *Fit*

Nappies that do not fit well tend to have leaks and other messy results that have nothing to do with the nappy's absorbency.

### *Texture*

If the nappy is too rough it could lead to rash and chaffing. If the nappy is too smooth, it may not be very absorbent.

### *Absorbency*

Some nappies that are not absorbent enough may be great for only one wetting. But that's not very practical for busy Mums.

### *Environmental Effects*

Are there hazardous effects to the environment in the manufacturing process? Are there a lot of chemicals used in their production? What is the environmental impact regarding disposal?

These are only some of the main concerns for parents.

The one point of concern that extends beyond parents is nappy disposal.

Over 92% of disposable nappies end up in UK landfills each year. A 2016 estimate put the number of nappies being thrown away in the UK at three billion a year. Add to that a few years and the several thousand babies that have been born since then.

If these numbers seem unbelievably high, consider the number of nappies each child uses a year. An average baby weighing 7.5 lbs. will go through roughly 2,457 nappies in his or her first year according to the [DiaperPlanner.com](http://DiaperPlanner.com) website.

## Enter Birth Weight & Number of Children

Enter your baby's estimated weight when born.  lbs.

How many children will be born?

**Calculate Diapers!**

## First Year Diaper Totals By Size

NB	1	2	3	Total
490	665	567	735	2457

Babies typically need nappies for two and half (sometimes three) years. That means the total is closer to 6,142 (or more) nappies per baby.

Disposable nappies being collected from homes, nurseries, childcare facilities, and even businesses that have baby changing areas, all add up to a lot of waste – which affects everyone in the UK, not just parents.

But nappies are a necessity. So what are parents to do?

Not all nappies are created equal. And not all disposable nappies are made of plastic and wood pulp. Luckily, there are other options.

Parents need to trust the products they use on their babies. They should be able to get exceptional performance that does not have a long-term impact on the environment.

Bamboo is better for your baby.



Nü Bamboo Nappies were created to challenge the conventions of the baby care market and provide parents with an option that's good for their babies **and** good for the planet.

Here are the benefits you get with Nü Bamboo Nappies:

- Super-soft top sheet
- Excellent absorbability both wet and re-wet
- Made from sustainable resources
- 100% compostability, including the packaging
- 100% bamboo pulp, no wood pulp
- Patented technology
- Chlorine free
- Excuse free

## Bamboo for your baby

Fibres and materials made of bamboo are softer and more absorbent than cotton fibres, which means your baby stays drier longer. Bamboo is a natural antibacterial which helps to reduce, or even prevent, bacteria growth. This natural characteristic also creates a cooling effect, adding to your baby's comfort.

Nü Bamboo Nappies have been dermatologically tested for skin irritation and allergic reactions.

## Bamboo for the environment


Bamboo is organic, meaning it does not require chemicals for growth. No pesticides or chemical-based fertilisers are used. Bamboo is incredibly sustainable in that it grows rapidly and rarely requires replanting after being cut. It also requires much less water for growth.

## Bamboo for your baby **and** the environment

Nü Bamboo Nappies are made with bamboo pulp instead of wood pulp, so no trees are cut down for their production. Several million trees are cut down to produce non-bio-based nappies in the UK every year.

The Nü Bamboo nappies are chlorine free and are not bleached, meaning they do not contain dioxins. The wood pulp used in typical nappies is usually bleached to make it white. A byproduct of the bleaching process is a toxic chemical called dioxin. Dioxins can leach into the environment during nappy production and then into the nappies after production. No petrochemicals at all are used in the production of Nü Bamboo Nappies. These are important health factors for your baby *and* the environment.

## What Mums are saying



<b>LAURA RAJARAM</b> <b>LONDON</b>	<b>PETA TRUSSEL</b> <b>KENT</b>	<b>SOPHIE WRIGHT</b> <b>SURREY</b>
I found that NU nappies were excellent across absorbency, protection & comfort. I would also recommend them to others.	I usually use cloth nappies, then we tried NU Bamboo nappies and found them to have excellent absorbency & comfort...and good protection.	I found NU nappies to be really well made, and a great fit for my baby. I like the choice to do something good for the environment also.

Mums who have tried Nü Bamboo Nappies say they provide excellent absorbency, protection, and comfort. The nappies fit well, are soft and comfortable, and absorbent enough to prevent leaks.

Nü Bamboo Nappies strives to reduce the long-term effects of disposable plastic nappies by offering a smarter choice for parents - compostability.

The Nü Bamboo packaging degrades naturally in soil and is certified to International Plastic Biodegradation Standard: ASTM D5338.

## Ever considered the end of life of nappies?

Most plastic-based nappies are composed of wood pulp and petrochemical plastic. They can take from 400 to 500 years to break down. In the meantime, they sit in landfills or possibly end up in the waterways and oceans.

During the lengthy time it takes for plastic-based nappies to break down, they are releasing toxic chemicals that affect the atmosphere, marine and plant life, and ultimately humans. They are also adding to the greenhouse gases that come from landfills, and they pose a risk of contaminating the water supply by leaching chemicals or waste into the ground.

The use of wood pulp in nappies contributes to mass deforestation, habitat loss for many species, and global warming.

That is where Nü Bamboo is different from the other nappy brands. We developed our products with their end of life in mind.

We have invested years in creating products that are made with organic bamboo and are 100% tree free.

We believe that what happens at the end of life of our products is just as important as their performance during use. This is why we incorporated innovative plant enzymes and sustainable organic materials in the production of all of our Nu Bamboo products so that they will be completely compostable.

We recognised the need to plan ahead for the end of life of the nappies so that they wouldn't add to the roughly three billion nappies that go to landfill in the UK every year. We've incorporated all-natural sources and left out the chemicals to make sure the nappies do not harm the environment during their production or after they have been used. Instead, when the nappies are composted, they will be useful as a natural fertilizer for flower beds or potting soil.

Nü Bamboo Nappies are the only genuine "end of life" nappy in the UK. This means that the nappies and their packaging are **100% compostable**. Nu Bamboo nappies were made to give back to the environment rather than take away from it at the end of their use.

## Nü Bamboo, the better disposable

If disposable nappies are not your first choice, Nü Bamboo Nappies might change your mind. There are several occasions where using Nü Bamboo will be beneficial.

### *On the go*

If you have a long road trip or an action-packed day planned with your baby, Nü Bamboo will be a good choice.

### *Travelling*

An even longer trip, possibly out of the country, would be a lot easier with Nü Bamboo Nappies in hand.

### *Nurseries / Childcare*

If you are concerned about using reusable nappies at your child's nursery or childcare centre, then Nü Bamboo Nappies could be the solution.

Nurseries may prefer not to deal with reusables as keeping track of each child's reusable nappies can require a special bag or bin and take up a lot of space.

## Nü Personal Care Ltd

Nü Personal Care Ltd is a group of passionate experts who want to make a genuine difference. We believe our planet needs a new approach to personal care products that work now and work for the future. Sustainability is an integral part of performance, not an alternative to it.

We have been developing personal care products that offer a better choice to consumers who are also trying to reduce the long-term damage that single-use products create for our planet.

We recognise and admire all parents for their strength, and want to empower them to make informed choices.

Join us in being the change that will be better for our children, the environment, and the future.

## Be the change

Nü offers progressive retail and distribution partners the opportunity to provide a choice for their customers to be a part of genuine change. We are also offering parents an option that is better for their babies and better for the environment.

Let's start today, for tomorrow.

Nü Bamboo's nappies, wet wipes, and feminine care products provide a solution to the great amount of waste that typical personal care products contribute to landfill, deforestation, and lack of environmental sustainability. Our Nü Bamboo products' stand out feature is its compostability, which gives back rather than takes away from the environment. It is a truly circular end of life answer to much needed single-use products.

### THE NÜ BAMBOO PRODUCT RANGE

		
<b>NAPPIES ›</b>	<b>WOMEN'S CARE ›</b>	<b>WET WIPES ›</b>
A 100% bamboo pulp based nappy that is biodegradable and highly compostable.	World's first tree-free sanitary pad that is 100% green compostable and organic bamboo based.	Ocean friendly wet wipes with added aloe vera & chamomile and ultra-soft dispersible materials

Nü Bamboo believes that it's time for change.

[#bthechange.today](https://www.nubamboo.com)

Click the link above to learn more at the Nü Bamboo website and sign up for a free trial of Nü Bamboo Nappies.