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## **TTPM Announces Results of First Diaper Challenge**

*Parent panel puts 10 leading brands to the test comparing on six critical criteria.*

Parents and caregivers confronted with the choice of more than 30 leading diaper brands in the U.S. may find themselves confused about which one is the best for their babies and toddlers. With diaper costs from birth to potty training hovering around \$2000 per child, this represents one of the biggest baby expenses for which parents find very little guidance.

Leading product review site TTPM® set out to make that process a little easier for consumers this spring as they fielded their first-ever TTPM Diaper Challenge. A panel of parents put 10 of the most popular brands head-to-head (or bum-to-bum) in a 30-day challenge to see which was best for their kids. More than 5,000 diapers were used over the course of a month. TTPM provided the diapers to the participants who rated the diapers on absorbency, odor control, fit/flexibility, comfort and overall quality, without respect to the price of diapers.

Huggies Snugglers were the undisputed overall winner, capturing the top spot in four of the five categories tested.

All diapers were rated by real families on a scale of 1-to-5 in each performance category. Brands sampled were: Bambo Nature, Babies "R" Us, Earth's Best, Huggies Little Snugglers, Kirkland, Luvs, Pampers Cruisers, Parent's Choice (Walmart), Seventh Generation, Up & Up (Target).

"Parents research virtually every purchase they make for their children. That's why they come to TTPM," says Jim Silver CEO/Editor-in-Chief. "We realized that consumers are looking for direct comparisons among products, but there was no current comparison of diapers done with real families, so we married our expertise with product reviews to the practical experience of families to help consumers find the information they were lacking."

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### **BEST OVERALL**

The best overall performance with a 4.3 was from Huggies Little Snugglers that received high marks on absorbency (4.8), odor (4.3), fit/flexibility (3.8), and comfort (4.8). In fit/flexibility category, Kirkland, Costco's brand, was rated highest at 4.6. At \$0.37 each, Huggies fell between the least expensive and most expensive diaper brand. One reviewer said, "I have actually purchased these and have used them since the challenge." Another commented, "We really like these diapers and actually switched to them. The stripe indicator and overall quality were big selling points for us."

### **BEST IN CATEGORIES**

- Absorbency: Huggies Little Snugglers, Seventh Generation (4.6), Kirkland (4.2)
- Fit/Flexibility: Kirkland/Costco (4.6), Seventh Generation & Target's Up & Up tied at 4.2
- Odor: Huggies Little Snugglers (4.3), Up & Up (4.2), Seventh Generation (4.0)
- Comfort: Huggies Little Snugglers (4.8), Up & Up (4.5), Kirkland (4.2)
- Quality: Huggies Little Snugglers (4.5), Up & Up (4.2), Kirkland (4.2)

### **A LOOK AT ECO- FRIENDLY**

Although a selection of reviewers commented that eco-friendly was not an important criterion, eco-brand Seventh Generation was among the top three in absorbency, fit/flexibility and odor. The other two brands TTPM included in the comparative review were Bambo Nature and Earth's Best.

To see a detailed comparison of all participating brands, as well as responses of panelists to the individual diapers, visit [ttpm.com/diaper-challenge](http://ttpm.com/diaper-challenge).

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### **About TTPM**

TTPM® is a leading product review site and retail portal for toys, tots, pets and more. With more than 10 million monthly views of its comprehensive video reviews, TTPM is the number one resource for consumers seeking to find and easily buy the best toys, baby gear, pet toys, kids electronics, and sporting goods for their families. The site's expert team creates more than 5,000 independent reviews annually, each featuring the TTPM Price Check, which lists live price comparisons and one click purchasing from major retailers.