



My moment of softness is seeing Devon fast asleep, content and cosy. It's even better when he falls asleep curled up on my chest. This is the time when I really should pop him in his cot and catch up on a bit of sleep myself, but prefer to just gaze lovingly at my gorgeous little boy!

Nell McAndrew, celebrity and mum to Devon

Nothing beats the smell of your own baby. When Noah gets into bed for a cuddle I just want to sniff him all up. His cheeks are especially scrummy!

Asha Gunn, mum to Noah

Every time I pretend to "sneeze" my baby breaks out in hysterics of laughter which always brings a tear to my eye.

Joanne Havern, mum to Jake

I'll always treasure the moments when my newborn son would snuggle up to me before he falls asleep. I could have held my precious bundle like that for an eternity.

Sarah Medcraft, mum to William

When we look in to each other's eyes, I often cry with joy. I never knew being a mother would make me feel so emotionally attached, it's wonderful.

Fran Perera, mum to Sophia

Moments of Softness

Being a mummy or daddy...

Being a mummy or daddy can be hard work, but there are precious moments between you and your baby that make your heart skip a beat and realise just how blessed you are to have your little bundle of joy.

Because Pampers and Fairy understand how special your little one is, they are dedicated to softness for your new baby and have joined together to rejoice in the 'Moments of Softness' between you and your baby.

To help make you and your baby's world as soft as possible from the top of his head to his tiny little toes, use Pampers New Baby nappies and Fairy Fabric Care products. Pampers New Baby nappies are the most popular newborn nappy and now feature 'Comfort Soft' for the softest New Baby ever. It is also the only nappy with Secure-Me Fit tabs,

unique overlapping fasteners can be attached one on top of the other for a more snug fit on even the smallest of tummies – plus TotalCare Technology and two sets of leg cuffs absorb soft, runny poo and ensure that it is contained within the core of nappy.

Fairy soft clothes are kind to your family's precious skin. Pre-wash you newborn's clothes with Fabric Care products before they arrive and continue to use as your little one grows. Dermatologically tested and dedicated to helping mums care for their babies – Fairy Fabric Care has also been reviewed by Allergy UK and awarded its British Allergy Foundation Seal of Approval.

Mother & Baby AWARDS 2008/9 GOLD BEST DISPOSABLE NAPPY

DOUBLE WINNER BEST BUY - BEST VALUE

Baby BEST BUY READER AWARDS 2008

Baby BEST VALUE READER AWARDS 2008

Pampers New Baby nappies are the most popular newborn nappy, Mother & Baby Gold Award winner for Best Disposable Nappy 2008/9, and double award winner in the newborn category of the Prima Baby Reader Awards 2008/9. Fairy Non Bio was double winner of the Laundry Product category in the Prima Baby Reader Awards 2008/9.

