

Real choice

Did you know that by the time their baby is potty trained most parents will have completed between 4,000 to 6,000 nappy changes? The good news is that mums and dads now have real options with nappies; we're talking REAL Nappies.

Real nappies are an easy-to-use, practical alternative to disposables and they are cheaper and reduce rubbish going to landfill, which is why more and more families are choosing them. It's official, real nappies are really cool!

Real easy to use

There's not a safety pin in sight with real nappies, so they're simple to use. They come in lots of modern and funky styles that fasten easily with poppers, velcro or nifty little plastic grips so the nappy fits your baby snugly. A liner goes inside the nappy to keep baby dry and catch solids. Many liners are biodegradable and can be flushed away. Washable liners are also available. To prevent leaks - most real nappies are covered with a breathable waterproof cover available in colourful designs.



Real savings

The total cost of using real nappies can be half that of using disposables. Further savings can be achieved by using the same real nappies for your second or third child.

Home washing offers the greatest savings - costs can be as low as £1.00 a week including the price of detergents and energy. There is no need to soak or pre-wash nappies, just wash at 60°C. For extra convenience, local nappy laundries offer weekly services that collect used nappies and provide a fresh supply, laundered to the highest standards, for the next seven days - these services cost between £6-10 per week.



Real rubbish reduction

Eight million disposable nappies are thrown away every day in the UK and mostly go to landfill. Cut your household rubbish by up to half and help the environment by choosing real nappies.

Real cool!

Taking the real nappy option is all about exercising your right, as a consumer and a parent, to make an informed choice between real nappies and single-use disposable nappies. It reduces rubbish going to landfill and helps your pocket.

Of course, real nappies don't have to be an 'all or nothing' option. You may still prefer to use disposables when travelling or away from home. Most people find, however, that once they've made the change they want to continue to 'keep it real'!

Go on, give them a try, it's the really cool thing to do.

