



PRESS RELEASE

## Ontex launches its online diaper subscription offer Little Big Change in Benelux

Little Big Change diapers, delivered wherever and whenever parents like, are free from harmful substances, lotions and perfumes.

**Aalst-Erembodegem (Belgium), August 27, 2019 – Ontex is excited to launch Little Big Change in Benelux today. Little Big Change is a diaper subscription service available exclusively online that will make the lives of modern parents a little bit easier. While providing up to 12 hours of protection, the diapers are free of perfume, lotions and chemicals. They are regularly tested for the presence of harmful substances and produced using 100% green electricity.**

Parents do not want to choose between their baby's health and comfort, and they increasingly seek convenience and reliability when purchasing hygiene products. The Little Big Change diaper subscription brand and service is Ontex' response to these changing demands. Following its successful launch in France in June 2018, the new subscription service is now available in Belgium, the Netherlands and Luxembourg. The Benelux Little Big Change launch is supported by an online sales platform and significantly increases Ontex' presence in Direct-To-Consumer e-commerce.

*"The launch of Little Big Change in Benelux is an important step in the digital transformation of our company," says Ontex CEO **Charles Bouaziz**. "It's the first Ontex baby diaper available exclusively through an online subscription model, providing parents with a flexible and highly customizable purchasing and delivery service. Little Big Change is our response to changing consumer behaviors and needs. The subscription business model is an important pillar for the company's future growth."*



## **Delivering comfort for babies, convenience and reliability for parents**

The Little Big Change diapers are exceptionally certified:

- The top sheet has received the Dermatest 5-star seal;
- 100% of the fluff in the absorbent pad is bleached Totally Chlorine Free (TCF) and sustainably harvested in Forest Stewardship Council<sup>1</sup> (FSC) certified woods;
- The entire product is regularly tested for compliance with the German Oeko-tex<sup>2</sup> 100 certification standard.

The Little Big Change diaper provides up to 12 hours of dryness risk-free. Without the use of perfumes or lotions, they are perfect for babies with sensitive skin.

While Little Big Change diapers have been designed to optimize the baby's health and comfort, Ontex has thought about the needs of modern parents too by providing a solution to unplanned diaper shortages or last-minute emergencies. The online subscription service allows "one-click" subscriptions and cancellations with free-of-charge deliveries where you want it, when you want it. Parents can easily modify their subscription: the frequency and location of delivery, diaper size and product mix according to their unique needs. Parents will soon be able to choose between Little Big Change baby diapers and pants, allowing them to select the product that best meets their baby's needs under the same strict product criteria.

Little Big Change frees up time and allows parents to focus on what really matters. Available for everyone, this product offers convenience and peace of mind at an unbeatable price-quality ratio.

### **Clean and sustainable diapers**

Studies show that babies need diapers for an average of 900 days. To help give each child the best possible start, care has been taken to provide the highest levels of efficiency, comfort and safety in each Little Big Change product. Parents want the best for their child and not to have to worry about what materials are used to make diapers and pants.

Little Big Change aims for maximum transparency in the composition and production process of its products. That's why they are regularly tested in independent laboratories and the latest results are always available on the [Little Big Change website](#).

In short, Ontex' Little Big Change diapers are hypoallergenic, certified and provide up to 12 hours of protection. With hassle-free delivery at home or wherever needed, they are convenient and accessible to all parents. And all this delivered in a sustainable production model, using 100% green electricity.

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<sup>1</sup> FSC: <https://www.little-big-change.com/certifications>

<sup>2</sup> Oeko-tex 100: <https://www.little-big-change.com/certifications>

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#### **About Ontex**

Ontex is a leading international provider of personal hygiene solutions, with expertise in baby care, feminine care and adult care. Ontex's innovative products are distributed in more than 110 countries through Ontex brands such as BBTips, BioBaby, Pompom, Bigfrol, Canbebe, Canped, ID and Serenity, as well as leading retailer brands.

Employing 11,000 passionate people all over the world, Ontex has a presence in 22 countries, with its headquarters in Aalst, Belgium. Ontex is part of the Bel20 and STOXX® Europe 600.

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