



## Ontex announces launch of 360° anti-leak barriers for baby diapers, expands access to premium leak protection in the U.S.

**Atlanta, United States, May 22, 2025** – Ontex Group NV [EURONEXT: ONTEX], a leading international developer and producer of personal care solutions, today announced the launch of an all-around leak protection system in baby diapers. The new 360° leak protection offers comprehensive front, back and side-to-side coverage designed to deliver all-around coverage that helps keep babies comfortable, dry, and secure.

The 360° anti-leak barriers are available in Ontex's smallest diaper sizes (NB, 1 and 2), delivering reliable protection from day one. These sizes feature added barriers for extra leak protection in all areas as well as a built-in navel cutout to protect the umbilical area and support healing during early development.

The diaper incorporates a channeled absorbent core paired with cloud-soft materials that gently wrap around a newborn's body. The design reflects Ontex's commitment to using safe, high-quality materials parents can trust, providing a secure and comfortable experience.

"As both a mom and a product developer, I understand how important it is for parents to feel confident in the products they choose for their babies," said Hillary McElroy, Director of Baby Care Product & Marketing for Ontex North America. "Our new 360° anti-leak technology offers parents peace of mind, knowing their babies are well-protected no matter what the day brings. We're committed to bring innovation for everyone, engineering solutions that support parents in providing the very best care for their little ones."

As a trusted partner to major retailers around the world, Ontex is proud to lead the way in creating products that prioritize both comfort, performance and affordability. With decades of expertise in the personal care industry, Ontex continues to innovate and respond to the evolving needs of parents worldwide. The 360° anti-leak protection system is the latest example of Ontex's commitment to delivering safe, effective and reliable solutions for babies and families to make everyday life easier, across generations.

### Enquiries

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### About Ontex

Ontex is a leading international developer and producer of baby care, feminine care and adult care products, both for retailers and healthcare, primarily in Europe and North America. The group employs around 5,500 people, with plants and offices in 13 countries (excl. discontinued operations), and its innovative products are distributed in around 100 countries. [Ontex](#) is headquartered in Aalst, Belgium and is listed on [Euronext Brussel](#), where it is a constituent of the [Bel Mid®](#) index. To keep up with the latest news, visit [ontex.com](https://ontex.com) or follow Ontex on [LinkedIn](#).