



World Sleep Day: night-time protection creates value across care categories

Ontex expands its night-time portfolio with the launch of Dreamshields® Night diapers

Aalst, Belgium, March 13, 2026 – On World Sleep Day, Ontex highlights a cornerstone of wellbeing: a good night's sleep. For families with young children, women managing menstrual or light bladder needs, and people living with incontinence, uninterrupted sleep is essential to physical health, emotional resilience and overall quality of life. Yet worries about nighttime leakage, comfort and reliability remain a major source of sleep disruption and anxiety. Nighttime demands extra comfort and protection. Ontex delivers dedicated night solutions across baby care, feminine care and adult care — helping people sleep better at every stage of life.

Launching Dreamshields® Night, a new baby diaper concept for reliable overnight reassurance

The Dreamshields® Night diaper concept is designed to provide reliable overnight performance from the earliest stages. Enhanced absorption, supported by front and back barriers and cuffs, creates a full leakage protection zone, which helps reduce nighttime disruptions for both babies and parents.

Dreamshields® Night diapers complement the Dreamshield® 360 Night pants introduced last year, expanding Ontex's nighttime baby care offering. With sleep being the #1 parental concern and poor sleep directly linked to increased stress levels, these solutions are specifically designed to address key care needs, promote longer, more comfortable sleep, and provide parents with enhanced reassurance overnight, as confirmed by recent research data.

Nighttime solutions across Ontex's care categories

In feminine care and adult care, Ontex offers night solutions, in response to the fasted growing trend in the market.

In **adult care**, night concepts focus on fewer nighttime changes through extended design - including pads that are 30% wider on the back for protection when laying down- and long lasting absorption, helping users sleep more comfortably while also easing the burden on caregivers.

In **feminine care**, Ontex's All-Night Protection ultra towels are designed to provide comfortable protection throughout the night, with a 60% larger absorption zone and 20% wider the back to respond to women's expectations for reliable overnight performance.

"Night-time has become a pivotal moment in the consumer journey across baby care, feminine care and adult care," says **Lilian Girlea**, SVP Growth & Categories. "Consumers expect solutions that are specifically designed and built for the night, as quality sleep impacts health, confidence and daily performance. By investing in clear night concepts, we are not only responding to consumer expectations, but also delivering tangible value for our retail partners through better differentiation, enhanced product quality, and increased shopper trust."

Enquiries

- Investors Geoffroy Raskin +32 53 33 37 30 investor.relations@ontexglobal.com
- Media Catherine Weyne +32 53 33 36 22 corporate.communications@ontexglobal.com

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 5,000 people, with plants and offices in 12 countries, and its innovative products are distributed in around 100 countries. [Ontex](#) is headquartered in Aalst, Belgium and is listed on [Euronext Brussel](#). To keep up with the latest news, visit ontex.com or follow Ontex on [LinkedIn](#).