



Huggies® Rallies Communities to Recognize the Fighting Spirit of NICU Babies During NICU Awareness Month

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Huggies renames its nano and micro preemie diapers "Huggies Little Fighters" and marks NICU Awareness Month by spotlighting real stories and supporting families

CHICAGO, Sept. 3, 2026 /PRNewswire/ -- This NICU Awareness Month, Huggies® is rallying families, caregivers and communities to recognize the extraordinary strength of babies in the NICU, and the people fighting alongside them. Throughout September, the brand will spotlight real NICU stories, continue to support families through the Derick Hall One Percent Foundation and officially rename its nano and micro preemie diapers from Huggies Little Snugglers® to **Huggies® Little Fighters™**.



After decades of supporting NICU babies, Huggies is renaming its nano and micro preemie diapers Huggies Little Fighters. Inspired by the strength, resilience and determination these babies show every day, the new name honors their fighting spirit and reflects a longstanding Huggies belief: NICU babies aren't fragile, they're fighters. The name also reinforces Huggies' ongoing commitment to providing specialized care for NICU babies and the people who love and care for them.

"Over the years, we've learned something remarkable from NICU families and care providers. These babies may be small, but they are fighters," said Anjula Shokar, Director, U.S. Huggies Diapers. "Every day, they show incredible strength, resilience and determination. Huggies Little Fighters reflects what the people closest to these babies have long known, and our commitment to providing the specialized diaper features they need from their very first days."

Specialized Care for the Strength of Little Fighters

Inspired by the resilience of NICU babies and developed in partnership with NICU nurses and therapists, Huggies Little Fighters diapers are purposefully designed to support NICU babies' earliest days with specialized designs tailored to their unique needs. Key design features include:

- **Hand-inspected quality:** Each Huggies nano preemie and micro preemie diaper is hand-inspected before being delivered to NICUs. Since 2013, Huggies has hand-inspected more than 38 million micro and nano preemie diapers in Neenah, Wisconsin.
- **Gentle skin protection:** Huggies diapers have no harsh irritants and provide soft, gentle protection for the most delicate babies.
- **Support for developmental positioning:** Huggies Little Fighters nano preemie and micro preemie diapers are developed

specifically for premature babies, to help allow for developmentally appropriate positioning. The Huggies Little Fighters nano preemie diapers are designed for babies under 2 pounds, and Huggies Little Fighters micro preemie diapers are designed for babies under 4 pounds.

- **Flexible and comfortable:** Our specially designed diapers, with an absorbent, comfortable and flexible pad, are shaped to conform and fit the smallest most delicate baby.
- **Adjustable fit for NICU care:** Overlapping, flexible fastening system allows for an adjustable fit and to accommodate patient lines and tubes.

How to Support NICU Families During NICU Awareness Month

Throughout September, Huggies will celebrate real NICU stories that embody the spirit behind the Little Fighters name, inviting families, friends and caregivers to share their own NICU journeys through [@niculittlefighters](https://twitter.com/niculittlefighters).

From Sept. 1 through Sept. 30, 2026, [@niculittlefighters](https://twitter.com/niculittlefighters) will share "Fighting Words," a collection of real memories, messages and stories that highlight the strength of NICU babies and the people in their corner. The campaign brings the meaning behind Little Fighters to life by spotlighting the courage and determination that inspired the name.

Huggies is also inviting families and caregivers to contribute their own NICU stories, helping more people see the strength and resilience that define the NICU experience. By elevating these voices, Huggies aims to inspire NICU families and remind those currently navigating a NICU stay that they are part of a larger community.

For every story shared, Huggies will donate **\$1 to support NICU babies and families through the Derick Hall One Percent Foundation**, subject to campaign terms.*

The Derick Hall One Percent Foundation was founded by reigning football champion and starting linebacker Derick Hall and his mother, Stacy Gooden-Crandle. Derick was born at 28 weeks weighing 2 pounds, 9 ounces and was given a 1% chance of survival. Their family's NICU journey is at the heart of Huggies' [Natural Born Fighters](https://www.huggies.com/naturalbornfighters) campaign, and the foundation supports NICU families and youth through programs focused on opportunity, wellness and community impact.

Huggies' partnership with Derick Hall builds on the brand's relentless commitment to care for NICU Little Fighters and to support the families and caregivers who stand beside them. For decades, Huggies has partnered with healthcare professionals to support babies in the NICU through purposeful innovation.

To follow Little Fighters stories throughout NICU Awareness Month, visit [@niculittlefighters](https://twitter.com/niculittlefighters). To learn more about Huggies Little Fighters diapers and Huggies' support for NICU babies and families, visit huggies.com/littlefighters

**From 5/8/26 - 12/31/26, HUGGIES will donate \$1 to Derick Hall's One Percent Foundation for every post using the tag @niculittlefighters. Min. donation of \$100,000; Max. donation of \$250,000. <https://dhallonepercent.org/>*

About Huggies Brand

For more than 40 years, Huggies has helped parents provide their babies with love, care and reassurance. From developing innovative everyday baby care products to partnering with NICU nurses to create diapers and wipes for the most fragile babies, Huggies is dedicated to helping ensure that all babies get the care they need to thrive. Huggies is proud to be the founding sponsor of the National Diaper Bank Network, a nationwide nonprofit dedicated to eliminating diaper need in America since 2011. Huggies is also the national sponsor of Hand to Hold, a nonprofit that provides personalized support before, during and after NICU stays and infant loss. For more information on product offerings and community efforts, please visit [Huggies.com](https://www.huggies.com).

About Kimberly-Clark

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