Kimberly-Clark Launches Big Dreams™ Diapers and Wipes, exclusively in Amazon's stores

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New baby care collection delivers premium-quality comfort, dependable performance and everyday convenience at an affordable price so families can keep exploring and dreaming together.

CHICAGO, Oct. 19, 2026 /PRNewswire/ -- Today marks the launch of Big Dreams™ diapers and wipes, a new exclusive collection in Amazon's stores, designed to support parents and caregivers as they navigate the everyday adventures of life with a little one.



Developed in collaboration with Amazon, Big Dreams was created for the next generation of parents seeking premium-quality diapers and wipes that deliver reliable performance, comfort and value. Designed for growth and created for comfort, the collection helps families spend less time worrying about everyday essentials and more time focusing on everyday adventures.

"Every milestone starts with a first step, a first discovery or a first adventure," said Heather Sorebo, Senior Brand Manager for Big Dreams at Kimberly-Clark. "That's the inspiration behind Big Dreams. We designed a premium diaper that gives parents confidence and babies the comfort and protection they need to explore the world around them. Because every big dream starts small."

What Parents Should Know About Big Dreams

- **Premium-quality essentials at an affordable price.** Big Dreams diapers are designed to provide an ultra-comfort, dreamy feel, and all day and night protection and are clinically tested to be safe for sensitive skin. Big Dreams wipes are 99% water, dermatologist tested and made with ingredients selected with sensitive skin in mind. The collection gives families access to premium-quality essentials at an affordable price, without asking them to compromise comfort or performance.

- **Engineered for adventure.** With all-day and night protection, Big Dreams diapers are designed to help babies stay comfortable and protected as they move, grow and explore. Each diaper features a Wonder Dry™ liner, blowout blocker and sizes 3-7 have secure tabs and anti-slip grips to help ensure it stays in place while sleeping or on the go.

- **Convenience that comes to you.** Available exclusively in Amazon's stores, Big Dreams diapers and wipes can be delivered directly to families' doors, helping simplify the routine and keep everyday essentials on hand. Eligible products are also available through Amazon programs including Amazon Registry and Subscribe & Save.

"For parents on the go, convenience is an important part of making everyday life easier," said Traci Schmidt, Director of Household Essentials at Amazon. "The Big Dreams collection, exclusively on Amazon.com, offers an easy way for customers to discover selection that brings together comfort and performance."

Big Dreams Diaper Features

- **Hypoallergenic, Dermatologist Tested:** Big Dreams diapers are fragrance-free and are made without lotion and are

clinically tested to be safe for sensitive skin.

- **All Day and Night Protection:** Big Dreams offers all-day and night protection and a blowout blocker that helps stop leaks, so parents don't need to worry about constant blowouts.
- **Ultra Comfy Dreamy Feel:** Big Dreams diapers are made without phthalates, parabens, natural rubber latex or elemental chlorine.
- **Wonder Dry™ Innovation:**The Wonder Dry™ liner is designed to help keep baby dry day and night and includes a wetness indicator to help parents know when it may be time for a change.
- **We Stay Put, So You (or Baby) Can Keep Moving:** Secure tabs and anti-slip grips are on sizes 3-7 and help Big Dreams diapers stay in place, helping families stay ready for any adventure.

Big Dreams Wipe Features

- **Soft and Cloth-Like:** Big Dreams wipes are soft and cloth-like for a gentle clean.
- **Hypoallergenic, Dermatologist Tested**: Big Dreams wipes are clinically tested hypoallergenic and safe for sensitive skin, giving parents confidence with every wipe.
- **99% Water, No Harsh Irritants:** Made with 99% water and no harsh irritants, Big Dreams wipes effectively clean everyday messages.
- **Easy One-Handed Dispensing:** A convenient dispensing design helps parents grab a wipe with one hand, making quick cleanups easy when they need it most.

Big Dreams diapers and wipes are available exclusively in Amazon's U.S. stores in a selection of sizes, pack quantities and formats, with prices starting at $8.99 for diapers and $7.99 for wipes.

For more information about Big Dreams diapers and wipes, visit amazon.com/bigdreams or follow @bigdreams on Instagram and @bigdreamsbaby on TikTok and Facebook.

About Kimberly-Clark: Kimberly-Clark (NASDAQ: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries and territories. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, Goodnites, Intimus, Plenitud, Sweety, Softex, Viva and WypAll, hold No. 1 or No. 2 share positions in approximately 70 countries. Our company's purpose is to deliver Better Care for a Better World. We are committed to using sustainable practices designed to support a healthy planet, build strong communities, and enable our business to thrive for decades to come. To keep up with the latest news and learn more about the company's more than 150-year history of innovation, visit https://www.kimberly-clark.com/en-us/.

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