

Sometimes, Even Parents Need A “Time-Out!”

Looking for a gift for a mom or dad? How about giving them a little “me time”? From feeding, to diaper changes, to bath time and everything in between, a parent’s work is never done – but you might be surprised at what they would do with some time to themselves. Luvs conducted a poll of moms across the country to uncover what they would value during a “time-out.”

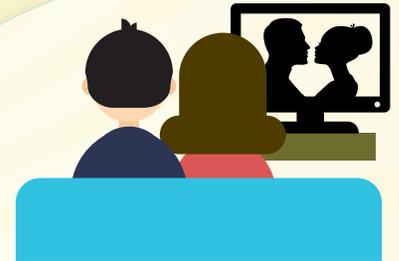
NEARLY 2 IN 3 MOMS

of children 3 or younger have never taken a day completely for themselves.



A QUARTER

of moms would prefer an **UNINTERRUPTED SHOWER** vs. going to the spa.



53% VALUE WATCHING TV SHOWS and movies that **AREN'T CARTOONS**

50% VALUE

having an **UNINTERRUPTED PHONE CONVERSATION**



81% of moms would rather have an **ENTIRE DAY OFF FROM HOUSEWORK** than dinner with their celebrity crush.



87% SAY the first time their child slept through the night was **ONE OF THE BEST TIMES OF PARENTING YET.**



Experienced parents value the things that help them get through the day and that make their lives a little bit easier – from a best mom friend who always has their back to great products that get the job done and don't break the bank. As the official diaper of experienced parents, Luvs is always committed to providing moms and dads with value. They recognize that parenting can be difficult, so diapering shouldn't be.

The Luvs Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 500 U.S. moms of children ages 3 and under, between October 19th and October 26th, 2016.

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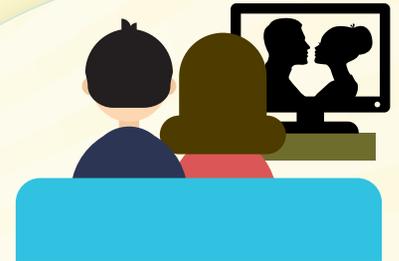
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