



PRESS RELEASE

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Offspring Launches Innovative FeatherAIR Diaper for Sensitive Baby Skin

Newly launched diaper is light and thin, chemical-free, has superior absorbency, enhanced air circulation, and triple leakguard.

KUALA LUMPUR, 21 August 2024 – [Offspring Inc.](#), part of [SEDANIA Group](#), is a leader in premium sustainable baby care products with an array of over 170 products made with eco-friendly ingredients and biodegradable packaging with a robust retail presence across three continents has launched the **FeatherAIR Diaper**, the latest addition to its existing array of 0% chemical, safe, and comfortable baby diapers.

The inaugural launch of the Offspring FeatherAIR Diaper was held at Pavilion Bukit Jalil, in conjunction with the brand's week-long interactive pop-up that is located at **Level 2 of Pavilion Bukit Jalil** (in front of Tsutaya Books), from **20 August 2024 - 25 August 2024** from **10am - 10-pm** daily.

This innovative diaper, the culmination of Offspring's extensive R&D, is only 1.5mm thick with superior absorbency rate featuring 11X urine absorption with 10-layer SapGuard core technology and 2XSap, the diaper guarantees 6X dryness with triple leakguard protection and enhanced breathability. This makes the Offspring FeatherAIR Diaper, which comes in both pants and tape type, suitable for both day and night wear. More importantly, FeatherAIR is also hypoallergenic, chemical and chlorine-free, approved by paediatricians and dermatologists.

Ng Hock Guan, Group Chief Executive Officer of SEDANIA said, *"1 in 3 babies have sensitive skin. A baby's skin is fragile and approximately 30% thinner than adults, making it easier for substances to be absorbed and penetrate deep into the skin layers. If the skin barrier is weakened, the skin can become easily irritated due to lower immunity. The new Offspring FeatherAIR addresses this with best-in-class absorption and unbeatable dryness, while offering optimum comfort. Approved by paediatricians and dermatologists, it is 100% chlorine and chemical-free, ensuring safety and peace-of-mind for parents. With the innovative new*



Offspring FeatherAIR, we are redefining diapering standards while adhering to strict ethical standards—animal test-free and vegan—to ensure our diapers are gentle and safe for your baby’s skin.”

Meanwhile, Offspring also unveiled its newly-announced **Brand Ambassador, Zahirah MacWilson**. *“As a mom, I’m always on the lookout for products that are not only effective but also safe for my child’s sensitive skin. Offspring FeatherAir has exceeded my expectations with its natural ingredients and gentle formulation. It’s comforting to know that I’m choosing a product that is kind to my baby and to the environment. I also love how Offspring’s packaging is both appealing and user-friendly—it’s clear that this brand truly cares about moms and their little ones.”* said Zahirah.

A sharing session with experts was held during the launch, where experts shared testimonials and insights about the prevalence of skin sensitivity among newborns and the importance of using the right products from the start to minimise risk of potential skin complications. During the week-long Offspring FeatherAIR Discovery pop-up, customers may participate in Offspring's interactive booths for a chance to redeem goody bags (worth RM40) for free, along with other exhibition-only promotions.

With the launch of FeatherAIR, Offspring has proved again its commitment to ensuring safe, sustainable and comfortable products for babies, even those with sensitive skin. Offspring is also keen to widen its retail presence in Malaysia and internationally, penetrating more touch-points for customers.

The Offspring FeatherAIR Diaper range will be available at major personal and baby care retail chains such AEON, Caring Pharmacy, BIG Pharmacy and Happikiddo starting September 2024.

To know more about the new Offspring FeatherAIR range and the rest of Offspring’s environmentally-friendly, safe and baby-friendly products, visit www.offspringinc.com or



e-marketplace such as TikTok, Shopee and Lazada.

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About Offspring Inc Sdn Bhd

Offspring Inc, which is the Sustainable Healthcare unit of Bursa-listed SEDANIA Innovator Berhad, has become the fastest growing mass prestige premium organic baby brand with over 70 SKUs available in 14 countries ranging from US, Europe, Southeast Asia and Africa via online sales channels and selected retail stores.

Offspring's range of sustainable healthcare products include eco-friendly baby diapers, fully biodegradable wet wipes, baby care essentials and household products that use non-toxic, organic and plant based ingredients.

Besides the eco-friendly and organic nature of its products which help reduce carbon emissions, Offspring's products are also safe and sustainable as proven by its various certifications and accreditations. This includes EcoCert, Australian allergy-safe, the FSC certificate, as well as cruelty-free and non-toxic.

Log onto www.offspringinc.com to find out more about our well-loved eco-friendly healthcare products.

About SEDANIA Innovator Berhad ("SIB")

SIB is an investment holding company focused on sustainability-enabling businesses. Since its 2015 listing on the ACE Market of Bursa Malaysia, the Group has invested in innovative businesses leading to enhanced sustainability and reduced carbon emissions, contributing to a greener economy.

The Group is propelled by its key core engines in sustainable consumer goods and services, distinguishing itself through its core consumer-centric businesses: Offspring Inc Sdn Bhd ("Offspring"), Tanamera Tropical Spa Sdn Bhd ("Tanamera"), FA Herbs Sdn Bhd ("FA Herbs"), and SEDANIA As Salam Capital Sdn Bhd ("SASC").

Offspring, a leader in sustainable baby care products, offers an array of over 170 SKUs made with eco-friendly ingredients and biodegradable packaging, enjoying a robust retail presence across three continents.

Tanamera sets the standard in premium, Halal, and all-natural personal care, blending traditional Asian wellness with eco-conscious tropical herbs, widely available to a global clientele.

FA Herbs is a GMP and ISO-certified true-to-label contract manufacturer of Halal skincare, personal care, postnatal and health supplements. Its ability to provide end-to-end customised and unique solutions for its customers enable it to capture a broad range of clientele across the hospitality, leisure, MLM, SME and corporate sectors.

SEDANIA As Salam Capital, meanwhile, spearheads the digital finance revolution, equipping more than 95 financial service institutions with innovative FinTech solutions and the GoHalal Financing Programme to enhance financial inclusion and well-being.

These key core engines underscore SEDANIA's unwavering commitment to innovation, sustainability, and the delivery of essential consumer-based goods and services.

Improving Lives Sustainably.

Log onto www.sedaniainnovator.com to find out more about our sustainable innovations and offerings.



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