

## Tesco slashes prices on its own-label nappies, wipes and toiletries

Following on from the January initiative, which saw price cuts on hundreds of branded products in stores, [Tesco](#) is now extending its policy of simpler, lower, stable prices to selected own-label Tesco Loves Baby nappies, wipes and toiletries.

From 5 February, the prices of selected [Tesco Loves Baby](#) nappies, wipes and toiletries are now cheaper† – key lines include economy packs of Super Fit and Ultra Dry nappies now retailing at £4.50 and jumbo packs (12 x 64 wipes) of Ultra-Soft Fragrance-Free wipes now only £7.50.

Peter Bexton, Category Buying Manager for Tesco Baby, says: “Tesco is committed to bringing its customers the best possible prices on their shopping – that’s why, as well as cutting prices on hundreds of branded products, we’re also offering cheaper prices on our most popular Tesco Loves Baby lines, from nappies and wipes right through to baby shampoo and bath wash. We’re here to give parents the best possible prices, and we hope that saving money on the baby and toddler products they know and love will help to bring a smile to their faces.”

### Tesco targets millennial mums in Instagram video challenge

To support and publicise this cheaper prices message, [Tesco Baby Club](#) has co-created an Instagram video-challenge ‘Happy’ campaign with content and social media agency Forward Worldwide. Targeting millennial mums and dads, #TLBhappy will run for six weeks until 20 March 2015 – which is, appropriately, International Day of Happiness! The video challenge kicks off on Friday 6 February with a ‘Facebook Party’ hosted by Netmums. Mums will be asked to upload Instagram videos of their happy baby (or happy bumps!) tagging them #TLBhappy and [@tescobabyclub](#) for a chance to win a daily prize of a £25 Tesco Gift Card and the opportunity to be entered into the grand prize competition to win a lifetime’s supply of Tesco Loves Baby nappies, worth £900.

† Subject to availability. Selected stores only. Excludes ROI. Selected Tesco Loves Baby products (excludes Newborn lines) now cheaper than their lowest single unit price at Tesco in the period from 8 Jan – 4 Feb 2015. Prices on Tesco Grocery website are guide prices only. The actual price paid will be the price charged in store at the time of purchase or the time the order is picked for delivery. Products not sold in all Tesco stores so availability may differ. Delivery charges may apply. Write to Tesco Stores EN8 9SL for verification.

**\*Ends\***

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<b>Product Description</b>	<b>Now RSP</b>
TESCO LOVES BABYSPR FIT SIZE 3 MIDI ECON PK 50	£4.50
TESCO LOVES BABYSPR FIT SIZE 4 MAXI ECON PK 40	£4.50
TESCO LOVES BABYSPR FIT SIZE 4+ MAXI+ ECON PK 38	£4.50
TESCO LOVES BABYSPR FIT SIZE 5 JNR ECON 36 PK	£4.50
TESCO LOVES BABYU/DRY SIZE 3 MIDI ECON PK 56	£4.50
TESCO LOVES BABYU/DRY SIZE 4 MAXI ECON PK 48	£4.50
TESCO LOVES BABYU/DRY SIZE 4+ MAXI+ ECON PK 44	£4.50
TESCO LOVES BABYU/DRY SIZE 5 JNR ECON PK 40	£4.50
TESCO LOVES BABYU/DRY SIZE 6 EX LGE ECON PK 30	£4.50
TESCO LOVES BABYSPR FIT SIZE 5+ JNR ECON PK 34	£4.50
T.LB ULTRA DRY JUNIOR PLUS SIZE5+ X36 NAPPIES	£4.50
T. LB ULTRA DRY MINI SIZE 2 58 NAPPIES	£4.50
TESCO LOVES BABYU/SOFT F/F WIPES 64 PACK	£0.64
TESCO LOVES BABY64 FRAGRANCED ULTRA SOFT WIPES	£0.64
TESCO LOVES BABYFRAGRANCED WIPESX 64	£0.60
TESCO LOVES BABYF/F WIPES 64 PACK	£0.60
T.LB U/SOFT WPS F/F 6 X 64 PK	£3.80
TESCO LOVES BABYULT SOFT F/F WPSJUMBO PK 12X64	£7.50
T.LOVES BBY ULT SOFT FRAG WPS JUMBO PK 12X64	£7.50
TESCO LOVES BABY& TDLR CLNS BTH BUBBLES 500ML	£0.89
TESCO LOVES BABY& TDLR SOFT & GNT S/POO 500ML	£0.89
TESCO LOVES BABY& TDLR BABY BTH BEDTIME 500ML	£0.89
TESCO LOVES BABY& TDLR LOTION MOISTNG 500ML	£0.89

TESCO LOVES BABY&TDLR MOISTNG BATH 500ML	£0.89
TESCO LOVES BABY& TDLR HEAD TO TOE WASH 500ML	£0.89

**Notes to editors:**

**Tesco Loves Baby**

Tesco Loves Baby products are available from Tesco stores nationwide or **tesco.com**. To find your nearest store contact Tesco Customer Service on 0800 505 555. To see Tesco Baby Club, with expert advice and information for parents at every stage, visit **tesco.com/babyclub**.

**#TLBhappy**

The campaign hashtag is **#TLBhappy @tescolovesbaby** and will run from 6 February to 20 March 2015

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