

Why Purified Cotton™ Makes More Sense for Adult Incontinence Products

Most men and women have grown up wearing 100% cotton undergarments. The comfort of [Purified Cotton™](#) has been associated with delicate skin uses for a long time because of the soft texture, breathability, and reduced risk of skin irritation. Research conducted by [Cotton Incorporated](#) demonstrates that consumers prefer cotton over all other synthetic choices in the market.

Then Why Isn't It Used in Adult Incontinence Topsheets?

Given the strong preference for Purified Cotton™, it's interesting that most of the [Adult Incontinence products](#) on the market today have extruded films or synthetic fibers in the topsheet, which is the critical component of the product that comes in direct contact with delicate skin. Logic would make one think that this fabric would be cotton, but in most cases, it's not. The reason why? It's simply because of cost. Extruded films or spunbond fabrics (both made from oil derivatives) are much less expensive than naturally grown cotton and are therefore the manufacturer's choice for topsheet applications in [baby diapers](#) and adult incontinence products.

What Impact Will Increased Demand for AI Products Have?

As the Baby Boomer population continues to age, the demand for AI products will continue to grow significantly. Some experts

have suggested the market will grow as much as 10% annually for the next five years. One has to wonder what will become of all this synthetic product in landfills as more and more of it makes its way there. Plastics and synthetics that are landfilled will still be present hundreds of years from now. In contrast, cotton biodegrades in managed landfills in 30 days or less, all while satisfying consumer preference, too.

Want to Learn More?

If you have more cotton questions, we're here to answer them. Feel free to [get in touch](#) to learn about generic cotton properties, or to discuss specific applications.