

How DUDE Wipes Raises the Bar in the Flushable Wipes Category

Over a decade ago in a Chicago apartment, a group of friends made a decision that would change the trajectory of the flushable wipes category forever. While subsisting on a diet of burritos and beer, the guys quickly discovered the comfort of baby wipes. But there were a few throne-sized problems.

The bulky packages of baby wipes weren't optimal on-the-go, they smelled like lavender, and most importantly, they weren't flushable. Rather than going back to toilet paper, the guys went to work with manufacturers to develop a wipe that was gentle on their sensitive sides *and* toilet flushing systems.

Six months later, the DUDE Wipes brand was born: a humorous and blunt brand of wipes that connected directly to consumers by encouraging bathroom talk. The wipes were individually wrapped, fragrance free, flushable wipes infused with aloe and vitamin E.

Taking Over Toilet Paper Aisles Across America

DUDE Wipes went from the founders' spare bedroom to a national sensation. In June 2014, DUDE Wipes was the #3 worldwide trend on Twitter after a successful marketing stunt with MMA fighter Tyron Woodley, putting their logo on the butt of his trunks.



(Photo by Josh Hedges/Zuffa LLC/Zuffa LLC via Getty Images)

In 2015, the DUDE Wipes founders appeared on Season 7 of ABC's hit show Shark Tank. After some dramatic negotiations, Mark Cuban swooped in and made an investment that made headlines in the Chicago Tribune, Forbes, Business Insider, and Good Morning America.



Today DUDE Wipes can be found in 12,000+ stores, including Walmart, Amazon, Target, Kroger, Meijer, Food Lion, HEB & Albertsons Safeway.

Keeping millions of people fresh is one thing, but the DUDE Wipes team knew they had to be flush-friendly too.

Flushing Responsibly for a Decade

The fibers used in DUDE Wipes pass rigorous testing before DUDE allows them to be used in their products. Using water dispersible non-woven fibers, DUDE Wipes meet or exceed the INDA/EDANA 'Flushability' (GD4, 2018) industry test guidelines.

Here is quick summary of the standards a product must meet in order to be certified as flushable under the current industry standards:

1. The product must clear toilets and drainage pipe systems.
2. The product must pass through wastewater systems without blockage, clogging, or other issues.
3. The product must be unrecognizable when it leaves wastewater treatment systems.

For DUDE Wipes, flushability has always been a priority, as evidenced by their Visionary Award at the Vision 2013 Consumer Products Conference shortly after launching its first flushable wipes product.

DUDE Wipes are made with 99% water and plant-based fibers that are strong and absorbent during use, but begin to break down once they're flushed, and thus do not cause issues for the following (if DUDE instructions are followed):

- Septic tanks
- Home plumbing
- Sewer works
- Water treatment process

By contrast, many non-flushable baby wipes are made with polyester, plastics, and other synthetic materials that can't disintegrate in sewer systems.

Additionally, since the fibers in DUDE Wipes are plant based, they don't harbor harmful chemicals, such as those that may be contained in petroleum-based fibers.

The Future of Hygiene Is Here

The brains behind DUDE Wipes are dedicated to providing safe, soothing alternatives to toilet paper. In the past, consumers were often forced to choose between cleanliness and a functioning plumbing system. Thanks to next-level product development, rigorous testing, and a healthy dose of DUDENESS, that's no longer the case. Just follow the instructions and flush DUDE!