



SOFTNESS YOU FEEL

STRENGTH YOU TRUST

BECAUSE YOU DESERVE BOTH

VEFA GLOBAL PAZARLAMA SANAYİ VE TİCARET LİMİTED ŞİRKETİ

We create hygiene products that bring comfort, safety, and confidence to everyday life. Our range includes baby and adult diapers, pants, pads, underpads, and wet wipes — all developed with modern technology, strict quality control, and a human touch.

Mission

To deliver safe, high-quality, and affordable hygiene solutions that support families at every stage of life.

Vision

To grow strong brands across Turkey, Europe, the Middle East, Africa, Asia, North and South America, and the Far East, by combining innovation with consumer care.

Quality

Every product is carefully checked to meet the highest standards, because our work touches what matters most — children, parents, and loved ones.

Soft & Power is more than products — it is trust, partnership, and daily care for millions.





BABY DIAPERS



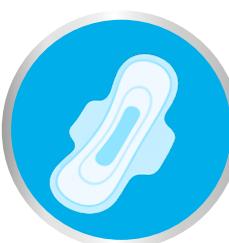
ADULT DIAPERS



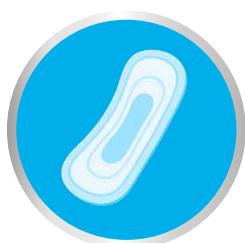
ADULT PANTS



UNDERPAD



SANITARY PADS



UNISEX BLADDER
PADS



BABY WET WIPES



WET WIPES



CLEANING TOWELS





Flexible
side wings



Breathable
backsheets



Cottony
softness



Ultra
absorption



Soft&Power — Baby Diaper



Flexible Side Wings – for a comfortable fit and full freedom of movement.



Breathable Backsheet – ensures healthy air circulation and protects delicate skin from irritation.



Cottony Softness – a gentle texture providing a soothing and comfortable touch.



Ultra Absorption – reliable protection against leaks, day and night.

Baby Diapers

Soft & Power Newborn
Size 1 – Newborn (2-5 kg)

Gentle protection for the very first days. Ultra-absorbent core and breathable surface keep newborns dry and comfortable from the start.

SOFT & POWER
Baby Care



Baby Diapers

Soft & Power Mini

Size 2 – Mini (3–6 kg)

Reliable care for growing babies. Flexible side wings and cottony softness provide freedom of movement and secure leakage protection.

SOFT & POWER
Baby Care



2

Mini
3 – 6 kg

ECO 38 pcs

MEGA 76 pcs

Baby Diapers

Soft & Power Midi
Size 3 – Midi (4–9 kg)

The perfect choice for active babies. Anatomical shape and super absorbent core ensure comfort and freedom in every move.

SOFT & POWER
Baby Care



Baby Diapers

Soft & Power Maxi

Size 4 – Maxi (7–18 kg)

Maximum protection during active growth. Breathable surface and strong leak-proof barriers provide dryness day and night.

SOFT & POWER
Baby Care



4

Maxi
7 – 18 kg

ECO 32 pcs

MEGA 64 pcs

Baby Diapers

Soft & Power Junior
Size 5 – Junior (11–25 kg)

For little explorers discovering the world. Flexible side fasteners, soft surface and ultra-absorbent layer guarantee freedom and confidence.

SOFT & POWER
Baby Care



Baby Diapers

Soft & Power XLarge
Size 6 – XLarge (15–25 kg)

Reliable protection for older children. Strong barriers, cottony softness and all-day dryness for maximum comfort.

SOFT & POWER
Baby Care



6

X Large
15+ kg

ECO 28 pcs

MEGA 56 pcs

Baby Diapers

Soft & Power XXLarge
Size 7 – XXLarge (20–30 kg)

Special care for children who need extra protection. Comfortable anatomical fit, elastic fasteners and reinforced absorbency for freedom and confidence.

SOFT & POWER
Baby Care



ECONOMY PACK

1
40 pcs

Newborn
2 – 5 kg

2
38 pcs

Mini
3 – 6 kg

3
34 pcs

Midi
5 – 9 kg

4
32 pcs

Maxi
7 – 18 kg

5
30 pcs

Junior
11 – 25 kg

6
28 pcs

X Large
15+ kg

7
24 pcs

XX Large
20 – 30 kg



MEGA PACK

1
80 pcs

Newborn
2 – 5 kg

2
76 pcs

Mini
3 – 6 kg

3
68 pcs

Midi
5 – 9 kg

4
64 pcs

Maxi
7 – 18 kg

5
60 pcs

Junior
11 – 25 kg

6
56 pcs

X Large
15+ kg

7
48 pcs

XX Large
20 – 30 kg



Baby Wet Wipes

- pH balanced for your baby's sensitive skin
- Free from alcohol and parabens
- Gently cleanses with its soft texture and special solution
- Suitable for diaper area (perineal), face, and body
- Protective lid ensures easy use and long-lasting freshness

SOFT & POWER
Baby Care



Baby Underpad

Hygienic and practical solution for every diaper change.

- 60x60 cm, 10 pcs per pack
- Easy to use at home or outdoors
- Protects your baby and keeps the area clean
- Disposable for maximum hygiene and convenience



Flower & Refreshing Wet Wipes

Experience gentle care with a touch of nature. Enriched with floral and refreshing scents, these wipes are perfect for daily use, leaving your skin clean, soft, and pleasantly fragrant.

- Alcohol and paraben free
- Soft texture for delicate skin
- Practical cover to keep wipes fresh
- Ideal for face, hands, and body anytime, anywhere

SOFT & POWER
Family Care





Mop Compatible Cleaning Towel

Suitable for:

- Glass and windows
- Parquet and ceramic surfaces

Surface Cleaning Towel

Suitable for:

- Glass surfaces
- Tables and countertops
- Toilet, sink, and bathroom cleaning
- Carpet and electronic appliance cleaning



Mop – Compatible Cleaning Towel

Surface Cleaning Towel

Perfect for quick and easy cleaning around the house. Strong, absorbent, and hygienic – ideal for kitchen, bathroom, and everyday use.





Soft&Power Lady — Ultra Thin Sanitary Pads

- Ultra Thin & Comfortable** — Designed for discreet, light, and comfortable daily use.
- 4x Protection** — Superior absorption, dryness, odor control, and skin protection.
- Dermatologically Tested** — Gentle and safe for sensitive skin.
- Secure Fit** — Flexible design adapts perfectly to body movements for reliable protection.
- Day & Night Variants** — Available in different options for round-the-clock comfort and confidence.





Sanitary Pads

Ultra-Thin, Maximum Protection

Soft & Power sanitary pads are ultra-thin yet super absorbent. The soft cotton surface keeps skin dry, while flexible wings provide a perfect fit.

- Day: Invisible under clothes, perfect for daily activities.
- Night: Extra length and absorbency for leak-free nights.





Soft&Power — Bladder Pads



Full Leakage Protection

Secure barrier and edge elastics provide full protection against leaks.



Stay-in-Place Adhesive

Wide adhesive tape ensures the pad stays securely in place and does not slip from underwear.



Anatomical Design

Specially shaped to fit the body comfortably and discreetly.



Fast Absorbency & High Dryness

Rapid absorption keeps the surface dry, providing maximum comfort and confidence.



Dermatologically Tested

Safe, gentle, and skin-friendly.





Bladder Control Pads

Maternity Pads

Ultra-absorbent and breathable, these pads are perfect for bladder control or maternity needs. Their soft cotton-like surface and discreet thin design ensure comfort and security anytime, anywhere. Suitable for both men and women.





Soft&Power Adult Diapers



Extra Dryness Layer

An additional dryness layer ensures long-lasting comfort and protection.



Leakproof Barriers

Reliable barriers prevent leakage and keep the skin protected from moisture, even during movement.



Textile Backsheet

A soft, breathable textile-like surface that feels like cotton and cares for the skin.



Multiple Use Side Tapes

Refastenable side tapes allow easy adjustment and secure fit without losing grip quality.



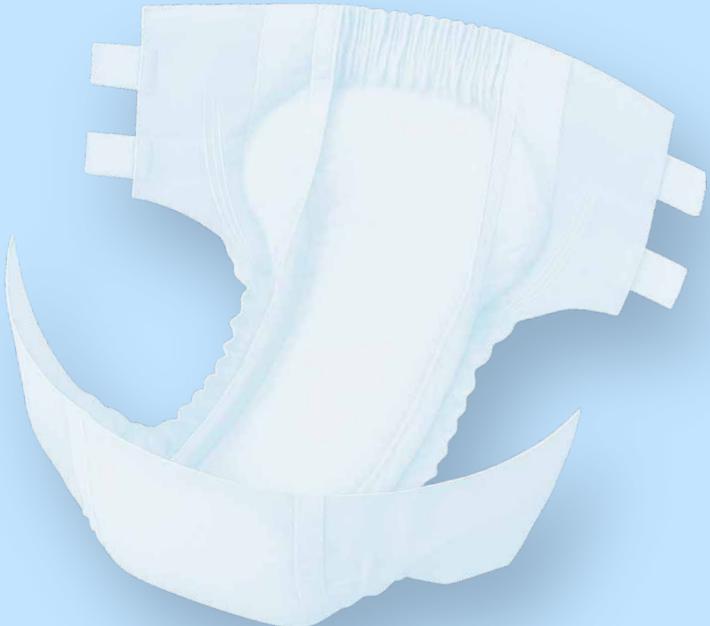
Super Absorbent Particles

Ultra-absorbent particles lock in liquid instantly, neutralize odor, and guarantee dryness.



Wetness Indicator

A wetness indicator shows the right time for a change, making care more convenient and hygienic.





Adult Diapers

Comfort, Protection, Confidence

Designed for adults in need of extra care, Soft & Power diapers combine high absorbency with breathable softness. Their ergonomic design with resealable side tapes offers comfort, freedom of movement, and reliable leakage protection — day and night.





Soft&Power — Adult Pants

- Super Absorbent Particles**
Ultra-absorbent particles instantly lock in liquid, control odor, and keep you dry.
- Extra Dryness Layer**
Provides long-lasting dryness and all-day comfort.
- Leakproof Barriers**
Secure protection against leakage, ensuring peace of mind during movement.
- Breathable Waist Area**
Air-permeable waistband for better airflow and skin comfort.
- Cottony Backsheet**
Soft, textile-like outer layer for a natural cotton feel.
- Suitable for Sensitive Skins**
Gentle materials designed to protect delicate skin.
- Wetness Indicator**
A clear indicator shows when it's time for a change.





Adult Diaper Pants

Ultra-comfortable, breathable, and easy to wear like regular underwear.

Provides maximum absorbency and reliable leak protection. With odor control and extra safety barriers for all-day freshness and confidence.





Soft&Power — Underpads

- Silky Top Sheet**
Soft and silky surface for maximum comfort and skin-friendliness.
- Super Absorbent Particles**
Effectively lock in liquid, keeping the surface dry and odor-free.
- Liquid Proof Backsheet**
Waterproof outer layer for reliable protection of beds and surfaces.



Adult Diaper Pants

Ultra Underpad

Provides effective protection for both the user and the bed against leaks. With its 60x90 cm absorbing top layer and liquid-proof bottom layer, it ensures hygiene, comfort, and safety. Ideal for use in hospitals, care centers, or at home.



Body Cleaning Towel

Gentle and effective care for the whole body. Enriched with Vitamin E and Provitamin B5, these towels clean, refresh, and soften the skin. Suitable for daily use on neck, body, arms, legs, and sensitive areas

- Large, soft, and practical for complete body hygiene
- Ideal for home, hospital, or travel use
- Alcohol and paraben free





Soft&Power — Body Cleaning Towels



For Everyday Personal Hygiene

- Takes Care — Gentle formula designed for daily skin care.
- Cleanses — Effectively refreshes and removes impurities.
- Protects — Nourishes and shields the skin.



Dermatologically Friendly:

- Alcohol Free — Gentle on skin, no irritation.
- Paraben Free — Safe for everyday use.
- Enriched with Vitamin E & Pro-Vitamin B5. Moisturizes and soothes the skin.





Thank you for choosing Soft&Power!
We create products that make caring for your loved ones even
easier and more enjoyable.

**VEFA GLOBAL PAZARLAMA
SANAYİ VE TİCARET LİMİTED ŞİRKETİ**

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