

Giusy Buonfantino Acquires Majority Ownership of Dyper™



Scottsdale, Arizona Apr 23, 2026 ([IssueWire.com](https://www.issuewire.com)) - Giusy Buonfantino, a global consumer packaged goods executive with more than 25 years of leadership experience, has completed a management buyout of Dyper™, becoming CEO and Majority Owner. The acquisition marks a pivotal step in accelerating the brand's mission: delivering high-performance baby diapers without unnecessary plastic - better for baby's skin and better for the planet.

Under Buonfantino's leadership, Dyper™ will focus on scaling innovation, expanding its proprietary composting program ReDyper™, and driving national penetration among U.S. parents seeking premium, plant-based alternatives in baby care.

Most conventional diapers contain up to 75% plastic, including the layer that touches a baby's delicate skin. Many can sit in landfills for up to 500 years. Dyper™ was built to challenge that status quo.

Dyper™ diapers:

- Contain a **zero plastic liner touching baby's skin**
- Feature **55% USDA-certified biobased content** (ASTM D6866), more than 2x than many leading competitors
- Deliver **category-leading absorbency performance**
- Are **dermatologist supported** and **certified with the Dermatest 5-star seal**
- Are eligible for composting through the brand's ReDyper™ program

"Parents don't realize they may be wrapping their babies in plastic 24/7 for over three years," said Buonfantino, who first joined the company as a Board Member and then CEO in 2024. "Dyper™ proves that parents don't have to choose between performance and sustainability. We are building a brand that protects baby skin health, while actively reducing plastic waste."

With the 2026 management buyout complete, Dyper™ is now poised for accelerated national expansion.

About Dyper

Founded in 2019, Dyper™ is a premium baby diaper and wipes company committed to high performance without unnecessary plastic. Featuring 55% USDA-certified biobased content and an exclusive composting service, ReDyper™, the brand delivers a differentiated solution focused on baby skin health and environmental responsibility.

For more information, visit: <https://dyper.com/>.

Media Contact

Susan Gerson PR

*****@gmail.com

646-715-2676

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