



# Best for Baby

Our classic formulas are designed to work together to support baby's unique needs and developing skin.

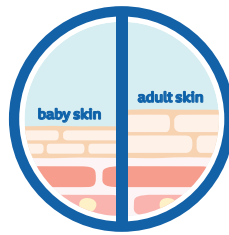
Johnson's®

# Healthy skin, baby's largest organ, is critical for healthy development.

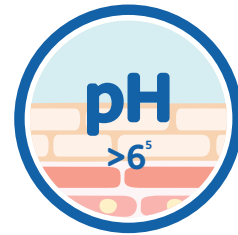
Infant's skin is uniquely different. The structure and composition of infant's skin leads to functional differences when compared to adult skin.<sup>2</sup>



Can lose water  
2x as fast<sup>3</sup>

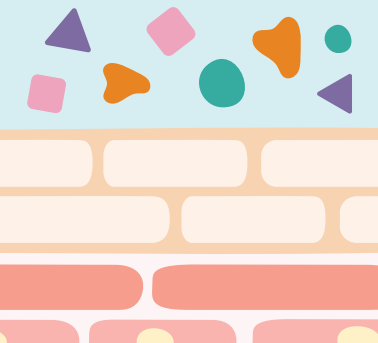


Up to 30% thinner  
than adult skin<sup>2</sup>

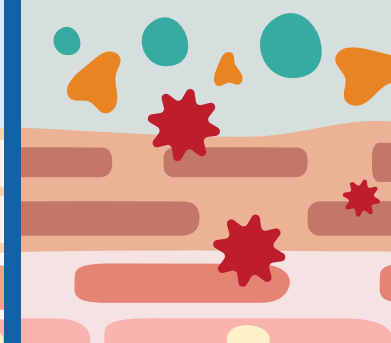


Newborn skin quickly  
becomes acidic after birth<sup>1</sup>

## Balanced skin biome



## Unbalanced skin biome



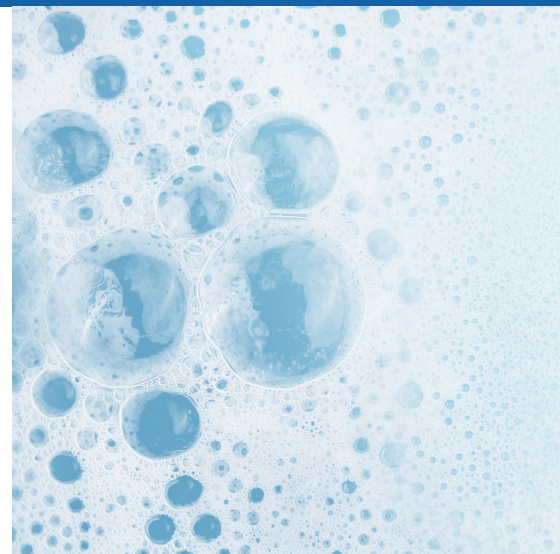
## A newborn's skin microbiome is important to skin health and immunity

### The skin microbiome

- supports the healthy functioning of the skin barrier<sup>4</sup>
- has a diverse and strong microbial presence when healthy<sup>4</sup>
- plays a role in immune modulation<sup>4</sup>

## Baby's skin microbiome evolves in the first week of life, and diversifies over the first year.<sup>4</sup>

Skincare products, such as JOHNSON'S® Head-to-toe® Wash and JOHNSON'S® Baby Lotion, should have a neutral to mildly acidic pH as to not disrupt the natural pH of baby's skin and to ensure a healthy skin moisture barrier and microbiome.<sup>4</sup>



# JOHNSON'S® baby products respect baby's developing skin moisture barrier and pH while supporting a balanced skin microbiome for healthy looking baby skin.

## Head-to-toe® Wash

Gentle cleansing that preserves mildly acidic pH of baby's skin helping maintain moisture barrier function

## Baby Lotion

Moisturizes to protect from dryness and clinically proven mild on delicate baby skin

**No More Tears®**  
formula that's as gentle to the eyes as pure water

Made with naturally derived\* glycerin

94% of formula is naturally derived\*\*



Moisturizes to help maintain baby's healthy skin

Enriched with coconut oil

97% of formula naturally derived\*\*



A daily skincare routine is important for promoting healthy development of the skin's protective barrier and microbiome

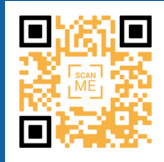


A few minutes a day can support baby's skin development for a lifetime of healthy skin.

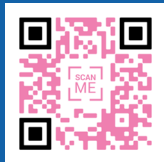
# Our Ingredient Standards

All of our ingredients play a key role in our hypoallergenic formulas to ensure our products are gentle for baby's delicate skin, hair, and eyes.

Learn more about the ingredients in our JOHNSON'S® Head-to-Toe® Wash & Shampoo and Baby Lotion and why we select them



Head-to-toe® Wash



Baby Lotion



Compared to JOHNSON'S® Pre-2018 restage



NO Parabens  
NO Pthalates  
NO Dyes  
NO Sulfates  
NO Soaps



**JOHNSON'S® fragrances are designed specifically for delicate infant skin and healthy development.**

Our formulators have designed each formula's special blend of fragrances to create memorable experiences and minimize fragrance allergens & irritants.

1. Behrendt, H. and M. Green. "Patterns of skin pH from birth through adolescence: with a synopsis on skin growth." (1971).
  2. Stamatias GN, Nikolovski J, Luedtke MA, Kollias N, Wiegand BC. Infant skin microstructure assessed in vivo differs from adult skin in organization and at the cellular level. *Pediatr Dermatol.* 2010 Mar-Apr;27(2):125-31.
  3. Nikolovski J, Stamatias GN, Kollias N, Wiegand BC. Barrier function and water-holding and transport properties of infant stratum corneum are different from adult and continue to develop through the first year of life. *J Invest Dermatol.* 2008 Jul;128(7):1728-36.
  4. Capone 2011 *Journal of Investigative Dermatology*
  5. Oranges Tm Dini V, Romanelli M. Skin Physiology of the Neonate and Infant: Clinical IMplications. *Adv Wound Care (New Rochelle).* 2015; 4(10): 587-595
- \* As per ISO 16128-1:2016 based on average cumulative volume including water
- \* Natural ingredients aren't always safe for your baby or child in their natural form. At Johnson's®, we're dedicated to only using ingredients that pass our strict safety assessment process.