



>90%
INGREDIENTS OF
NATURAL ORIGIN^{1*}

#1

CHOICE OF
HOSPITALS^{*}



50%
FEWER INGREDIENTS¹

- ♥ NO PARABENS, PHTHALATES, OR DYES^{1,2}
- ♥ GENTLE FRAGRANCE²
- ♥ NO SULFATES OR SOAPS

Welcome to the World of Johnson's®

100% gentle, just like babies

*Based on average cumulative volume of ingredients in washes, lotions and shampoos, using ISO/DIS 16128 (water included).

1. Data on file. Data on file. Compared to Johnson's® pre 2018 restage.

2. Data on file. *Based on US data



100% gentle for the most delicate days of life

- ✓ Meets neonatal skincare guidelines²
- ✓ Product designed to meet or exceed the top internationally recognized regulatory standards^{1,2}
- ✓ Formulas tested by parents, pediatricians, & dermatologists^{1,3}
- ✓ Developed for infants' skin



1. Data on file. 2. Data on file. 3. Data on file.



Our trusted formulas are 100% gentle, just like babies¹

>90% INGREDIENTS OF
NATURAL ORIGIN^{1*} 

50% FEWER
INGREDIENTS¹ 

JOHNSON'S[®] has simpler, gentler formulas, and is designed to meet or exceed the top internationally recognized regulatory standards^{1,2}

- ♥ NO PARABENS,
PHTHALATES, OR DYES^{1,2}
- ♥ GENTLE FRAGRANCE²
- ♥ NO SULFATES OR SOAPS



*Based on average cumulative volume of ingredients in washes, lotions and shampoos, using ISO/DIS 16128 (water included).

1. Data on File. Compared to Johnson's[®] pre-2018 restage.

2. Data on file.



We've raised the bar in baby care creating our most advanced formulas yet²

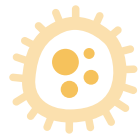
<2%* MEET OUR
GLOBAL
STANDARDS

Most cosmetic ingredients don't meet our strict standards for safety, purity, gentleness, and mildness for baby products.^{1,2}

JOHNSON'S®:



Carefully selected ingredients^{3,4}



Hypoallergenic formulas^{2,4}



Fragrance is rigorously assessed & evaluated for safety²

The carefully selected ingredients in JOHNSON'S® have a purpose for baby^{1,5}



*Out of the thousands of cosmetic ingredients used globally.
1. Data on file. 2. Data on file. 3. Data on file. 4. Data on file. 5. Data on file.

Engaging multiple senses enhances healthy baby development²



Babies connect
with their parents
through touch first⁴



Scent & emotion
are linked in
the brain⁶

**30%
MORE**
ENGAGEMENT CUES*

Scented products
can help babies &
parents bond^{2,6}

JOHNSON'S® products help enrich sensorial
experiences for babies²



*Babies bathed with scented products showed more engagement cues like smiling, verbalizations, and mutual gaze vs babies bathed with unscented products.
2. Data on file. 4. Data on file. 6. Data on file.

Our key products

Cleansers



JOHNSON'S® HEAD-TO-TOE® Wash & Shampoo

- Gently cleanses infants' skin & hair
- Preserves mildly acidic pH of babies' skin, helping maintain barrier function



JOHNSON'S® Baby Shampoo

- Mild & gentle cleansing for infants and all other patients
- Leaves hair soft, shiny, & smelling fresh



JOHNSON'S® CottonTouch™ Newborn Wash & Shampoo

- Light, velvety lather leaves skin soft
- Preserves mildly acidic pH of babies' skin, helping maintain barrier function
- Rinses clean & leaves minimal residue
- Blended with real cotton



JOHNSON'S® Bedtime® Bath

- Relaxing NaturalCalm® aromas help soothe baby before bed
- Pediatrician and dermatologist-tested
- Hypoallergenic; formulated to be gentle, never harsh

Moisturizers



JOHNSON'S® Baby Lotion

- Gently nourishes & hydrates infants' skin for 24 hours
- Enriched with coconut oil
- Preserves mildly acidic pH of babies' skin, helping maintain barrier function



JOHNSON'S® CottonTouch™ Newborn Face & Body Lotion

- Water gel formula instantly delivers nourishing hydration to the skin
- Preserves mildly acidic pH of babies' skin, helping maintain barrier function
- Absorbs fast & leaves minimal residue
- Blended with real cotton



JOHNSON'S® Bedtime® Lotion

- Relaxing NaturalCalm® aromas help soothe baby before bed
- Pediatrician and dermatologist-tested
- Clinically proven mild formula, is designed for baby's delicate skin