



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



50%
FEWER INGREDIENTS¹

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



Johnson's® is tested by pediatricians, dermatologist, and ophthalmologists.

Triple tested formulations for the safety your baby deserves

*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're raising the bar

to advance everyday infant skin care²



ONGOING SKINCARE RESEARCH

allows us to continually reinvent our products²



• GENTLE • FORMULATIONS

do not disrupt the skin barrier³



— OUR — PRODUCTS

meets or exceeds the top internationally recognized regulatory standards²

2. Data on file.

3. Data on file. Microbiome message map. 2018.

JOHNSON'S® Safety Assurance Process is one of the most stringent in the world

All JOHNSON'S® ingredients and products are required to pass a strict 5-level safety assurance process¹



JOHNSON'S® will only source ingredients from suppliers who meet its rigorous quality and safety standards.

Preclinical assessments are required for all ingredients

JOHNSON'S® comprehensively assesses the safety of its product formulations (examples: dermal irritation & sensitization, ocular safety, product efficacy).

Hundred of global volunteers evaluated JOHNSON'S® products in their homes. JOHNSON'S® also tested its products in the lab under several conditions (examples: extreme heat, cold, humidity and more) to ensure product safety and consistency.

JOHNSON'S® continually looks for ways to improve and make updates when necessary. For example, its Ingredient Working Group monitors studies and products to identify.

An independent global safety science company confirmed that JOHNSON'S® Best-For-Baby™ Standards go far beyond current skincare safety standards and practices.²

1. Johnson & Johnson Consumer Inc. www.safetyandcarecommitment.com
2. Data on File, Johnson & Johnson Consumer Inc. (Underwriter Laboratory).

Our strict standards have led to our most advanced formulas yet²

<2%* MEET OUR GLOBAL STANDARDS

Most global cosmetic ingredients used for baby products don't meet our strict standards for safety, purity, gentleness, and mildness¹

JOHNSON'S®:



Carefully selected ingredients^{3,4}



Hypoallergenic formulas^{2,4}



Fragrance is rigorously assessed & evaluated for safety²



Pediatrician, dermatologist, and ophthalmologist tested

*Out of the thousands of cosmetic ingredients used globally.
1. Data on file. 2. Data on file.
3. Data on file. Microbiome message map. 2018.
4. Data on file. Module 2. 2018.



Our purposeful, gentle scents exceed globally recognized fragrance guidelines

JOHNSON'S® gentle fragrances are developed to *minimize potential skin sensitization* and allergic reactions

Our lotions and washes for baby pass clinical evaluations for²:

- Dermal Sensitization
- Ocular Safety and Ocular Effects*
- Dermal Irritation
- Safety In Use



First global fragrance created to elicit positive emotions⁵

*In vitro and clinical evaluations for shampoos and washes only.

2. Data on file.

5. Data on file. Fragrance Message Map. 2018.