

The art & science behind JOHNSON'S® fragrances

Gentle fragrances minimize allergens and deliver a multi-sensory experience for the most delicate skin.





Sense of smell is different from the other physical senses of touch, hearing, and vision—it depends on chemistry and can directly influence emotions, evoke memories, and alter mood and behavior.⁷

The importance of scent in baby development is supported by decades of science and research.

A purposeful fragrance can promote



Stronger bonds between baby and parent²

Scent and emotion are linked in the brain, because its processing center (olfactory cortex) is located near the emotion center (amygdala).



Calmness, sleep, and stress reduction³⁻⁵

Purposeful fragrances have been shown to help babies get ready for bedtime, lower cortisol levels, and provide them with longer, deeper periods of sleep.



Social and memory development^{2,5}

Babies bathed with scented products show 30% more engagement cues like smiling, verbalizations, and mutual gaze, versus babies bathed with unscented products.

Research shows fragranced skin-care products can provide added benefits over unfragranced products.⁸⁻¹⁰

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

Every JOHNSON'S® fragrance is designed to meet or exceed internationally recognized fragrance industry standards, including but not limited to RIFM, IFRA, and The European Commission.¹³

Industry guidance helps fragranced products be their most beneficial to baby

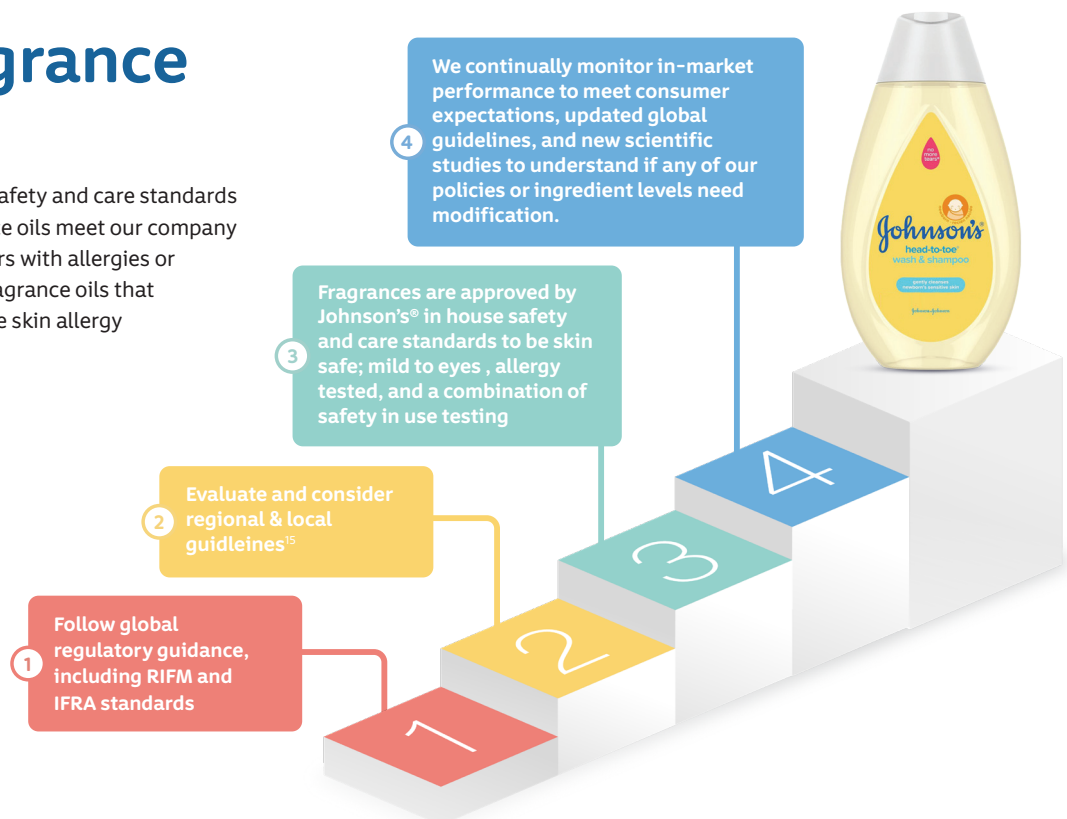
- The Research Institute of Fragrance Materials (RIFM) maintains the largest, most comprehensive database in the world with information on fragrances.² RIFM consists of an international group of dermatologists, pathologists, toxicologists, and environmental scientists and provides data such as chemical composition and usage concentration.
- The International Fragrance Association (IFRA) assesses all fragrance ingredients for risk of skin sensitization and allergic reactions.¹ IFRA also ensures there are standards for fragrance usage and that these standards are being practiced within the fragrance industry.
- The European Commission has additional regulations beyond IFRA over fragrances in the European Union. Fragrance allergens are regularly identified and industry standards are updated accordingly.¹¹



JOHNSON'S® continues to innovate to be at the forefront of baby skincare fragrance science and safety. Less than 25% of the aroma compounds used in fragranced consumer products meet our strict standards.¹⁴

Our fragrance process

JOHNSON'S® in-house safety and care standards ensure that our fragrance oils meet our company standards. For consumers with allergies or sensitive skin, we use fragrance oils that are designed to minimize skin allergy and irritation.



Learn more about the art & science behind JOHNSON'S® fragrances



JOHNSON'S® mild hypoallergenic formulations have a gentle fragrance and are unlikely to irritate skin or cause allergic reaction.¹²

1. Field T, Field T, Cullen C, et al. Lavender bath oil reduces stress and crying and enhances sleep in very young infants. *Early Human Development*. 2008;84:399-401
2. Weber S & Heuberger E. The impact of natural odors on affective states in humans. *Chem Senses*. 2008; 33:441-447
3. Chen D & Dalton P. The effect of emotion and personality on olfactory perception. *Chem Senses*. 2005;30:345-351
4. Sullivan R & Toubas P. Clinical usefulness of maternal odor in newborns; soothing and feeding preparatory responses. *Bill Neonate*. 1998; 74:402-408.
5. White-Traut R, Watanabe K, Wiegand B, et al. Behavioral and neurohormonal responses of mothers and their children during two bath conditions. Poster presented at University of Illinois at Chicago College of Nursing. 2004.
6. Sullivan R, Taborsky-Barba S, Mendoza R, et al. Olfactory classical conditioning in neonates. *Pediatrics*. 1991, 87:511-518
7. Gotfried 2004 *Neuron*, Herz 2004 *Chem Senses*, Larsson 2009 *International Symposium*
8. White-Traut R. An ecological model for premature infant feeding. *J Obstet Gynecol Neonatal Nurs*. 2009;38(4):478-490.
9. Sullivan RM, Taborsky-Barba S, Mendoza R, et al. Olfactory classical conditioning in neonates. *Pediatrics*. 1991;87(4):511-518.
10. Weber S, Heuberger E. The impact of natural odors on affective states in humans. *Chem Senses*. 2008;33:441-447.
11. European Commission Website, Scientific Committee on Consumer Safety
12. Data on File
13. DOF:1 Fragrance Fact Sheet, DOF 5 J&JCI UL Palette Screening report; European Commission Scientific Committee on Consumer Safety; State of CA EPA Prop 65; German Federal Institute for Risk Assessment ...
14. Data on File
15. EU Fragrance Guidelines

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