

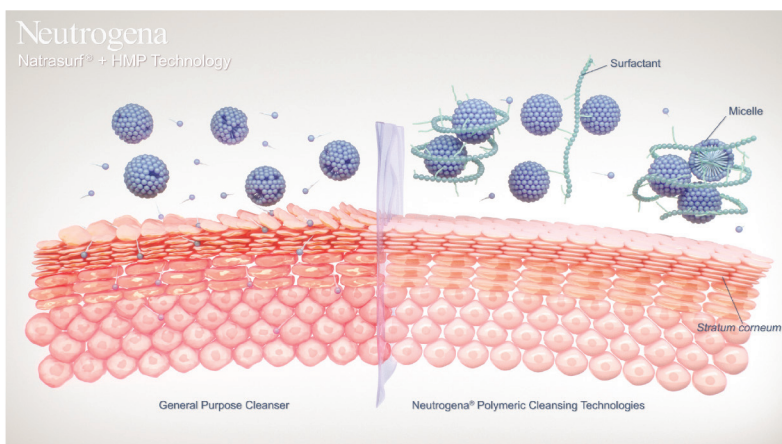
Hydro Boost Fragrance-Free Hydrating Cleansing Gel

Clinically proven to reduce irritation in the most sensitive skin types

- ✓ Effective cleansing for patients with eczema/atopic dermatitis, rosacea, acne, and cosmetic intolerance syndrome¹
- ✓ Compliments and respects the skin's natural moisture barrier to deliver a premium cleansing experience while delivering hydration
- ✓ Noncomedogenic, with no fragrances or dyes

Powered By Exclusive Polymeric Cleansing Technologies

Neutrogena® Hydro Boost cleansers are formulated to provide gentle cleansing without compromise



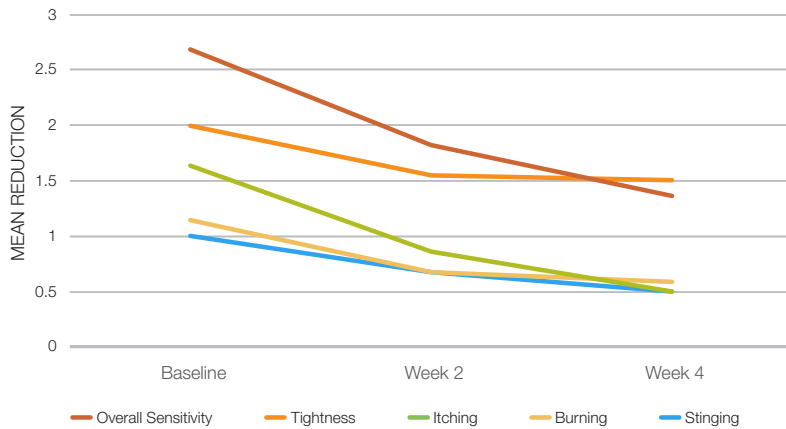
Hydrophobically-Modified Polymer (HMP) binds micelles into polymers to form polymer-surfactant complexes.

Natrasurf® technology uses a natural surfactant to create foaming, and increases the size of the micelles.

HMP and Natrasurf® technologies work together to provide premium cleansing and foaming aesthetics, while minimizing surfactant penetration into the skin barrier.

Patients prefer foaming cleansers: Recommend the one clinically proven to be gentle

Sensitive skin and acne subjects had significant mean reductions in sensory irritation over 4 weeks*

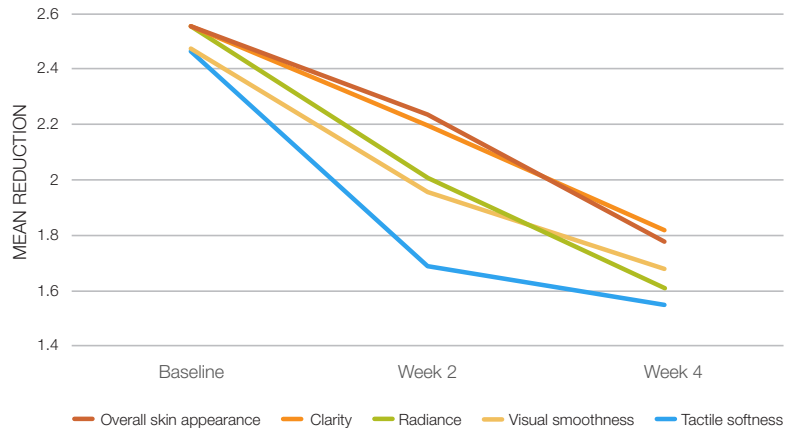


N = 85, p<0.05 versus baseline.
5 Point Ordinal Scale, Whole Points only, 0 = None, 1 = Minimal, 2 = Mild, 3 = Moderate, 4 = Severe

- ✓ Gentle cleansing formula proven to reduce overall sensitivity, tightness, itching, burning, and stinging in sensitive skin and acne patients¹
- ✓ Formulated to help in balancing aesthetic and clinical benefits to improve patient compliance

Promote healthier-looking skin with every wash

After 4 weeks of use, overall skin appearance improved by 30%*



Decrease in mean values indicates improvement.
N=85, p<0.05 versus baseline.
5 Point Ordinal Scale, Whole Points only: 0 = None, 1 = Minimal, 2 = Mild, 3 = Moderate, 4 = Severe

- ✓ Continued use improves the look of acne-prone and clinically sensitive skin¹
- ✓ Boosts and locks in hydration while helping to preserve the skin moisture barrier to encourage healthy, even skin tone



Female rosacea patient demonstrates representative improvement¹

*Clinical study on 85 subjects, 18-70 years old with clinically sensitive and acne-prone skin
Reference: 1. Data on file, Johnson & Johnson Consumer Inc.