



the JOHNSON'S® difference

Our formulas are designed specifically for delicate skin and to support healthy skin development by being gentle on baby skin, eyes and hair.

Johnson's®

JOHNSON'S® is at the forefront of infant skin research, leading in the development of innovative baby skincare products and committed to helping every baby get the healthiest start to life.

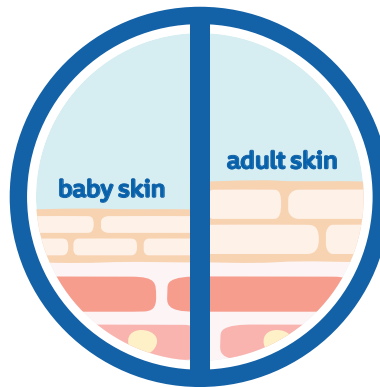


Uniquely different skin

The structure and composition of infant's skin leads to functional differences when compared to adult skin.²



Can lose water
2x as fast³



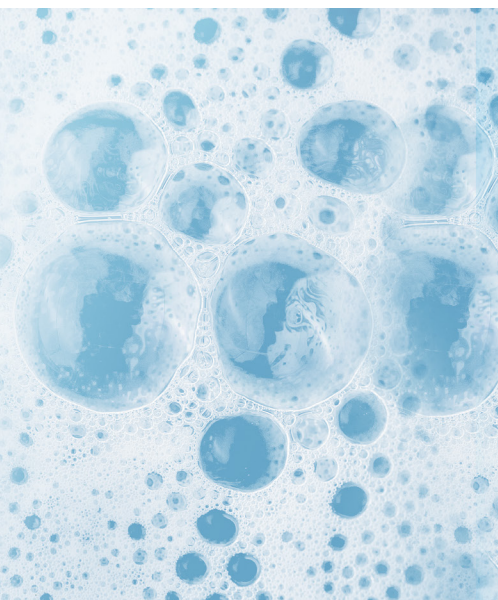
Up to 30% thinner
than adult skin²



Newborn skin quickly
becomes acidic
after birth¹

Baby's skin microbiome evolves in the first week of life, and diversifies over the first year.⁴

Skincare products, such as JOHNSON'S® Head-to-toe® Wash, should have a neutral to mildly acidic pH as to not disrupt the natural pH of baby's skin and to help promote a healthy skin moisture barrier and microbiome⁴



Head-to-toe® Wash benefits



Preserves mildly acidic pH of baby's skin helping maintain moisture barrier function¹



Made with naturally derived* glycerin



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



94% of this formula is naturally derived**



Head-to-toe® wash is triple tested and proven tear free

- ✓ **Dermatologist tested** for skin irritation & allergy potential
- ✓ **Ophthalmologist tested** for gentleness on eyes
- ✓ **Pediatrician tested** for skin tolerance

Formula designed with No More Tears™ technology

1



Formula design with tear free expertise

2



Toxicology & clinical safety assessment

3



Lab based in-vitro mildness screening test

4

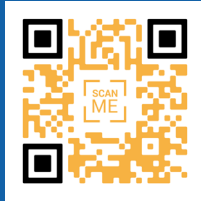


Eye gentleness clinical test

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 why we select them



Compared to JOHNSON'S® Pre-2018 restage



NO Parabens
NO Pthalates
NO Dyes
NO Sulfates
NO Soaps



of formula selected for baby's skin

This group of ingredients has been carefully chosen to work together to gently cleanse baby's skin without irritating eyes and leave skin feeling moisturized.



of formula selected to protect product

This group of ingredients has been carefully chosen to work together to maintain high quality by helping prevent the formula from separating, losing its texture, or growing mold and bacteria.



fragrance

Our formulators have designed this special blend of fragrances to create memorable experiences and minimize fragrance allergens and 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.

To reach your local sales representative for any additional questions: 1-866-948-6883