Introducing the **JOHNSON'S®** **CottonTouch™** line of products

Designed to enhance the power of a parent's gentle touch*

The **first** and **only** specially **designed newborn products** blended with cotton† for an **engaging and beneficial bath routine**[1]

Clinically proven to be ultra-gentle
for delicate newborn skin[2,3]

Wash, Lotion

Clinically shown
to not disrupt the
developing skin microbiome
in newborns up to 6 months old[4]

Designed to
be close to a baby's
natural skin pH of 5.5[5]

Free of **parabens, phthalates, sulfates,**
and *fragrance allergens*[6,7‡]

Significantly increased touch, interaction, and enjoyment for a more beneficial bath experience vs current products[1,2]

98+% **liked** the bath routine with the **wash and lotion or oil**[1]

Wash
velvety, quick-to-create
lather rinsed off easily, leaving
no unwanted residue[1]

Lotion
Lightweight
& **absorbed quickly**
without leaving a greasy or sticky feel[1]

The ultra-mild, hypoallergenic formulation has a **gentle fragrance** that **elicits positive emotions** and **increases engagement** between moms and their babies[8-10]

*JOHNSON'S® CottonTouch™ wash, lotion, and oil.
†JOHNSON'S® CottonTouch™ wash, lotion, and powder.
‡List of *fragrance allergens* as identified by the Scientific Committee on Consumer Safety of the European Commission, 2012.[6]

Uses real, very finely processed cotton‡
that is soft and gentle on the skin[2,11]

The Seal of Cotton is a trademark of Cotton Incorporated.

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Emerging **research** shows the **important role** the **skin microbiome** plays in **skin health and immunity**[1,2]

A baby's skin microbiome evolves from birth through **the first years of life,** providing **an opportunity to nurture** its development **to maximize future health**[2,3,4]

The skin barrier is the baby's first line of defense and protects the body from threats[5]

Exposure to a "biologically rich and diverse natural environment" may help ensure a healthy skin microbiome[6]

Providing the necessary microbe exposure at this stage may help in the **development of an infant's immune system**[7,8]

The infant skin microbiome can be very sensitive to change.

Repeated use of products not designed to be gentle on a baby's skin barrier may impact the microbial balance[9]

Good skin-care products designed for a baby's mildly acidic skin pH retain the water content of the skin and **support the health of the baby's skin microbiome**[2,10,11]

JOHNSON'S® has been leading the field in the study of **the infant skin microbiome** and is the first to publish **research on the skin microbiome in infants**[2]

We develop products that are ultra-gentle and clinically proven **to not disrupt a baby's skin microbiome**[2,3]

We've created some of the highest standards in the industry, **and proactively test our products**[12]

JOHNSON'S® is conducting longitudinal studies **for a more thorough understanding** of how infants' and children's microbiomes develop

*Including JOHNSON'S® CottonTouch™ and JOHNSON'S® HEAD-TO-TOE®.

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