



# Mother-Baby Bond Can Blossom With The Right Kind Of Fragrance

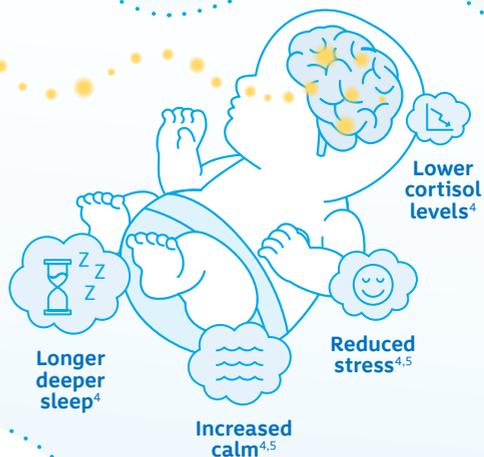
The right kind of smells can play an important role in developing an intimate bond with your baby.<sup>1-5</sup> They can help your baby, through positive shared experiences, associate you with the feelings of safety, happiness and ease.<sup>6</sup> Even then, new moms often avoid scented skincare products, worried that they may cause an allergic reaction. So, what's the right thing to do?

## Understand why fragrance matters

Fragrance is an essential part of life and plays a crucial role in your baby's development.<sup>4,5</sup>

Smells, both pleasant and unpleasant, are closely linked to memories, moods and emotions. They can have stronger emotional cues than any of our other senses.<sup>1-3</sup>

There's ample evidence that certain scented baby skincare products can be highly beneficial and can lead to important benefits such as:



Research also shows that fragrance can help you bond better with your baby than non-fragranced products.

In fact, in a study, babies bathed with scented bath products displayed 30% more engagement cues with their parents.<sup>6</sup>

### Remember:

Choose baby skincare products that are allergen-free, not fragrance-free.<sup>7,8</sup>

**At JOHNSON'S®**, we deliberately chose to keep fragrance in our skincare products because research has shown that scents can play a vital role in happy, healthy baby development.<sup>1-5</sup>



## Why moms around the world trust the all-new JOHNSON'S®



Maintains the highest standard of safety<sup>1,2</sup>

Allergen-free, not fragrance-free<sup>1,3</sup>

### At JOHNSON'S®

we are committed to working with moms, healthcare experts and scientists to ensure our products continue achieving the highest standards in safety, quality and care.

References: 1. Gottfried J, Smith A, Rugg M, Dolan RJ. Remembrances of odors past: human olfactory cortex in cross modal recognition memory. *Neuron* 2004;42:687-695. 2. Herz R. A naturalistic analysis of autobiographical memories triggered by olfactory visual and auditory stimuli. *Chem Senses* 2004;29:217-224. 3. Larsson M, Willander J. Autobiographical odor memory. *International Symposium on Olfaction and Taste*, 2009;1170:318-323. 4. Field T, Field T, Cullen C, et al. Lavender bath oil reduces stress and crying and enhances sleep in very young infants. *Early Hum Dev* 2008;84:399-401. 5. Johnson's. A bath time routine can reduce stress for mothers and babies, especially when using a gently fragranced, foaming wash. Available at <https://professional.johnsonsbaby.in/professional/news-emerging-research/behavioral-neurohormonal-responses-during-bath-time>. Accessed December 2019. 6. 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. 7. Data on File, Johnson & Johnson Consumer Inc. (Global Claims Database). 8. European Commission. Opinion on fragrance allergens in cosmetic products. Available at: [https://ec.europa.eu/health/scientific\\_committees/consumer\\_safety/docs/sccs\\_o\\_102.pdf](https://ec.europa.eu/health/scientific_committees/consumer_safety/docs/sccs_o_102.pdf). Accessed January 2020.

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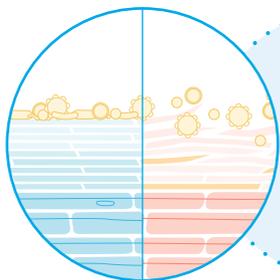
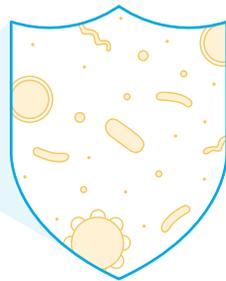
## Help Support Your Baby's Natural Immunity<sup>1-3</sup> By Protecting Their Skin<sup>4-8</sup>

You are always looking for ways to protect your little one from infections. But did you know there are natural defenses in your baby's skin that can help supplement their immunity?<sup>1,2</sup>

### What are these natural defenses?

The skin barrier that protects your baby is a community of organisms called the 'microbiome'.<sup>2,3</sup>

This barrier acts as a first line of defense, protecting against infections and other threats.<sup>2,3</sup>



Daily skincare routines not designed to support your baby's delicate skin barrier, such as repeated use of antibacterial cleansers, can negatively affect their skin and impact the skin microbiome.<sup>4</sup>

So, make sure you protect and nurture this important component of your baby's skin.

### Remember:

Choose baby cleansers that are gentle on the skin, maintain a normal, mildly acidic pH level, and help support healthy skin microbiome development.<sup>4-8</sup>

**At JOHNSON'S®**, with pioneering research, we have created 100% gentle products<sup>9</sup> designed to respect and help nurture your baby's delicate skin microbiome<sup>4</sup>, a critical contributor to healthy skin.



## Natural<sup>1-7</sup> Isn't Always Best For Your Baby<sup>8-10</sup>

When it comes to your little one, you always want the best skincare products available. But often, new moms turn to "Natural" products assuming they are better without understanding what the label really means.<sup>1-5</sup>



### Let's understand "Natural"

"Natural" is a widely misunderstood term that can sometimes mislead you into believing that a particular product is better than other products that don't claim "Natural".

Actually, it only means that the product or ingredient had minimum processing or preservative treatment.<sup>6</sup>

A "Natural"<sup>6</sup>, "Organic"<sup>6,7</sup>, or "Synthetic"<sup>6</sup> label only tells us about its origin, not about its purity, efficacy or safety.

While the use of herbal therapy products may be safe for adult use, it's best to be cautious when it comes to babies.

In fact, natural ingredients such as plant extracts of lavender, rosemary, and tea tree and essential oils<sup>8-10</sup> have proven in some cases to be skin irritants, even causing contact dermatitis or other skin conditions.

### Remember:

Choose baby skincare products with ingredients that are appropriate and safe for babies and free of allergens.<sup>11-13</sup> Also, look for products that are clinically tested and proven to be gentle on baby's skin.<sup>11</sup>

**At JOHNSON'S®**, we maintain the highest standard of safety and ensure that our products are not only mild on the skin,<sup>11-13</sup> but also adapt to the needs and preferences of today's parents.



**References:** 1. Capone KA, Dowd SE, Stamatias GN, Nikolovski J. Diversity of the human skin microbiome early in life. *J. Invest. Dermatol* 2011;131:2026-2032. 2. Grice EA, Serge JA. The skin microbiome. *Nat Rev Microbiol* 2011; 9(4): 244-253. 3. Egert M, Simmering R, Biedel CU. The association of the skin microbiota with healthy, immunity and disease. *Clin Pharmacol Ther* 2017; 102:62-69. 4. Data on File, Johnson & Johnson Consumer Inc. (Capone KA, Tierney N, Smith H, Tian S, Horowitz P. Longitudinal development of the skin microbiome during the neonatal period. AAD 2017) 5. Data on File, Johnson & Johnson Consumer Inc. (Global Claims Database). 6. Data on File 3, Johnson & Johnson Consumer Inc. (Knowledge Services 1st Publish Infant Skin Microbiome Memo) 7. Data on File, Johnson & Johnson Consumer Inc. (Johnson's CottonTouch Infant Skin Microbiome US Study). 8. Telofsky LS, Morello III AP, Correa MCM, Stamatias GN. The infant skin barrier: can we preserve, protect and enhance the barrier? *Dermatol Res Pract* 2012; 2012:1-18. 9. Data on File, Johnson & Johnson Consumer Inc. (Global Claims Database). 10. Larson D, Jacob SE. Tea Tree Oil. *Dermatitis* 2012;23(1):48-49. 11. Data on File, Johnson & Johnson Consumer Inc. (Global Claims Database) 12. Johnson & Johnson. Available at: <https://www.johnsonsbaby.com/safety/standards/ingredients>. Accessed January 2020. 13. European Commission. Opinion on fragrance allergens in cosmetic products. Available at: [https://ec.europa.eu/health/scientific\\_committees/consumer\\_safety/docs/sccs\\_o\\_102.pdf](https://ec.europa.eu/health/scientific_committees/consumer_safety/docs/sccs_o_102.pdf). Accessed January 2020.