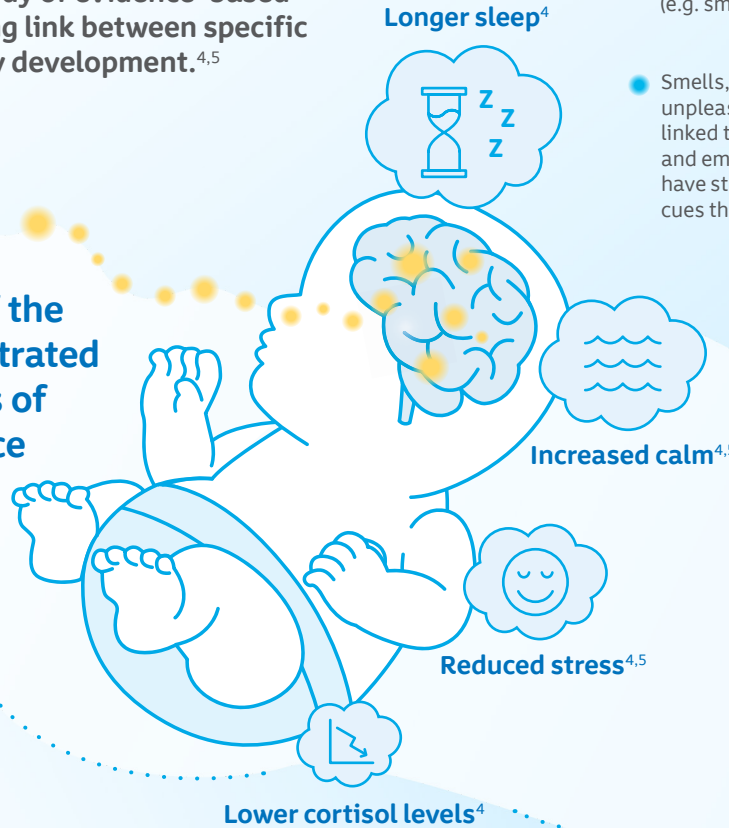


Why Does Fragrance Matter?

Fragrances can directly influence emotions and trigger memory.¹⁻³ A growing body of evidence-based scientific studies shows a strong link between specific fragrances and a baby's healthy development.^{4,5}

Some of the demonstrated benefits of fragrance



Longer sleep⁴



Studying the Science of Scent

The right kind of fragrances have been shown to help promote bonding between baby and caregiver, and in a study:⁶

Babies who were bathed with a fragranced product showed⁶

30% more potent engagement cues VS babies who used an unfragranced product (e.g. smiling, verbalizations, and mutual gaze)

Smells, both pleasant and unpleasant, are closely linked to memories, moods, and emotions and often have stronger emotional cues than other senses.¹⁻³

To be truly hypoallergenic and gentle enough for use on newborn skin, a product should be **free of fragrance allergens, not free of fragrance.**

Why JOHNSON'S®?

JOHNSON'S® has worked hard to keep fragrances in our products because of the benefits they bring to babies. Less than 25% of the aroma compounds used in fragranced consumer products meet our strict purity standards and can be considered for our safe, gentle baby skincare products.⁷

Who we work with

In addition to being industry leaders in infant skincare science, we closely follow the guidelines set by international scientific bodies including the RIFM® and IFRA.⁹

RIFM
(Research Institute of Fragrance Materials)



IFRA
(International Fragrance Association)

Advancing BEST FOR BABY™ Standards

JOHNSON'S® aims to constantly improve our formulas, making them gentler¹⁰ for better parent-baby bonding.



The all-new JOHNSON'S®

Free of fragrance allergens, not fragrance-free



Johnson's
CHOOSEgentle®