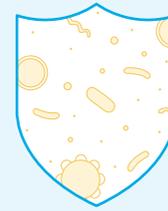


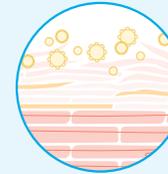
The Mighty Microbiome

The skin microbiome is a natural and essential first line of defense for a newborn's delicate skin. Some of the many important things it does are to help maintain skin health and nurture its natural immunity.^{1,2}



Made to protect

The skin microbiome, with its colonies of commensal or "good" microorganisms, acts like a first line of defense that helps protect the skin against colonization by non-commensal or "bad" microorganisms³. It also works with the skin's natural immune system to help keep the skin better protected.³



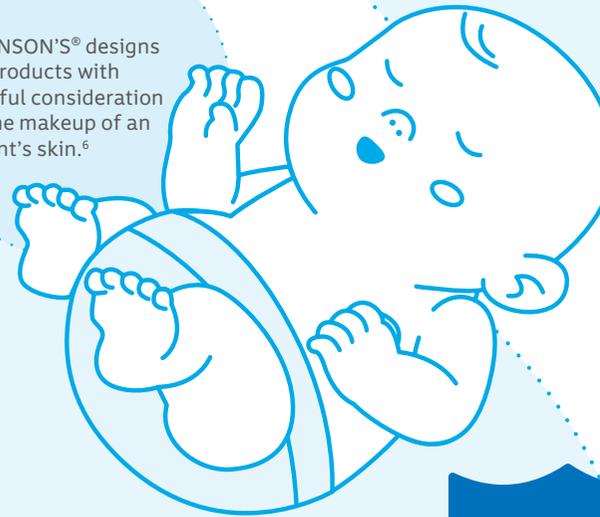
Re-evaluating how we view baby's skin

A baby's skin is thinner and more vulnerable to infections and inflammation.⁴

Industry-leading research⁴ reveals the importance of selecting the right kinds of baby skincare products and routines in nurturing the healthy growth and formation of the skin's natural protective barrier, as well as the development of the infant skin microbiome.⁵



JOHNSON'S® designs its products with careful consideration to the makeup of an infant's skin.⁶



Why JOHNSON'S®?

JOHNSON'S® scientists have been studying infant skin microbiome for nearly a decade, and we are the **first in our industry** to publish research on the infant skin microbiome.⁴⁻⁶



JOHNSON'S® research has led to newborn product innovations that are **specifically designed to help nurture an infant's skin microbiome.**^{*,6}

*Cotton Touch

Designed not to disrupt the skin's natural barrier⁶

Does not interfere with skin's natural pH⁶

Can help nurture the healthy development of the skin microbiome from the first weeks of life^{*,6}

The all-new JOHNSON'S®

100% gentle



Johnson's
CHOOSEgentle™

References: 1. Capone KA, Dowd SE, Stamatias GN, et al. Diversity of the human skin microbiome early in life. *J Invest Dermatol*. 2011;131(10):2026-32. 2. Grice EA, Segre JA. The skin microbiome. *Nat Rev Microbiol*. 2011;9(4):244-53. 3. Egerl M, Simmering R, Riedel CJ. The association of the skin microbiota with healthy, immunity and disease. *Clin Pharmacol Ther*. 2017;102:62-69. 4. Oranges T, Dini V, Romanelli M. Skin Physiology of the Neonate and Infant: Clinical Implications. *Adv Wound Care (New Rochelle)*. 2015;4(10):587-595. 5. 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). 6. Data on File, Johnson & Johnson Consumer Inc (Global Claims Database).