



Is All-Natural Really All-Safe?

“Natural” is a widely misunderstood and misused term. Many people who prefer “Natural” ingredients to “Synthetic” ones are under the impression that one is safer than the other, even though toxicological evidence often shows that whether an ingredient is “Natural” or not has no relevance to its safety.¹⁻⁵

Key terms related to what “Natural” really means:

NATURAL

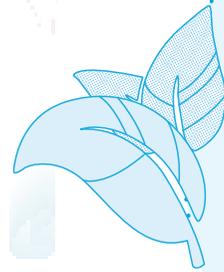
Having had minimum processing or preservative treatment.⁶

ORGANIC

A set of farming practices used to describe agricultural produce.⁷ Note: There are no proven health benefits compared to non-organic counterparts.⁶

CHEMICAL

All things are actually chemicals (e.g. water) or a mixture of chemicals⁶ (e.g. moisturizer, olive oil).



Looking Beyond the Label

- 🌸 A “natural” or “synthetic” label tells us only about ingredient origin.⁵
- 📦 Based on the definition of “chemical,” It is impossible for personal care products to be “chemical-free.”⁶
- 💧 Not all natural ingredients are beneficial. E.g. Some known and potential skin irritants include: lavender, rosemary, tea tree oil⁸⁻¹⁰, D-limonene found in oranges, and Oleic acid found in some plant oils. Also, some potentially effective natural ingredients may provide no measurable benefits at the low levels that are present in products.⁶

Why JOHNSON’S®?

At JOHNSON’S®, we always prioritize safety and effectiveness of ingredients over whether they are naturally derived or synthetically made.

By advancing **>90%** of industry-led research on healthy infant skin across **5 years**, we have a strong basis for understanding which ingredients, at what levels and combinations, will be mild yet effective on baby skin.¹¹

Because of JOHNSON’S® stringent **5-Step Safety Assurance Process:** safetyandcarecommitment.com/safety

🚫 Our newborn skincare products are free of:¹²

- ~~dyes~~
- ~~1,4 dioxane~~
- ~~sulfates~~
- ~~phthalates~~
- ~~formaldehyde-releasing~~
- ~~preservatives~~

💧 We also ensure that our fragrances for new baby skincare products are allergen-free.^{11,13}

📦 **<2%** of cosmetic ingredients available globally meet JOHNSON’S® standards of purity, safety, gentleness and mildness for newborn skincare products.¹¹



The all-new JOHNSON’S® Safe before natural



JOHNSON’S® continues to raise the bar on our **BEST FOR BABY™ Standards**



Johnson's®
CHOOSEgentle™