



# The Science of Sweet Sleep

A good night's sleep doesn't have to be a dream. As the #1 baby skin care brand and a pioneer in the science of baby sleep, JOHNSON'S® understands the importance of sleep for happy, healthy baby development. We've created the only routine clinically proven to help baby fall asleep faster and stay asleep longer within just one week – because baby deserves better nights, and mom does, too.

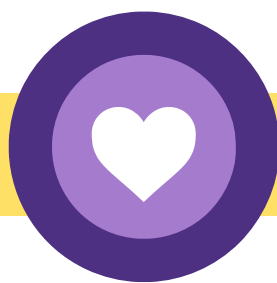
## Quality Sleep for a Healthy Tomorrow

Sleep is important for growth and development.



### PHYSICAL

Impacts the immune system  
Important for weight regulation



### EMOTIONAL

Associated with improved social skills  
Linked to improved mother-baby interaction



### COGNITIVE

Builds memory  
Supports Learning

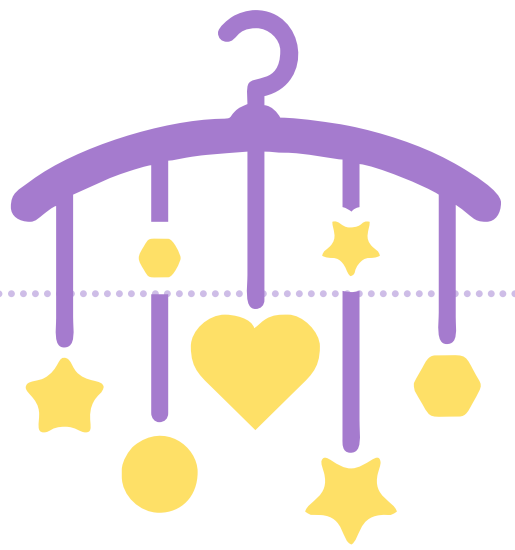
## Setting the Stage for Bedtime

At least 25% of all babies experience some type of sleep problem. Your baby's sleep environment can contribute to a good night's rest.

- **Temperature:** Resist the temptation to keep baby's room too warm
- **Lighting:** Keep lights off overnight to help baby sleep
- **Surface:** A firm, flat surface without soft bedding or pillows

A consistent bedtime routine is key. 95% of pediatricians recommend establishing a bedtime routine for baby.

- In [INSERT MARKET], X% of babies have a consistent bedtime routine >4 nights a week



## JOHNSON'S® 3-Step Bedtime Routine



### BATH

A bedtime routine that includes a warm bath helps baby know it's time to sleep.

The gentle and soothing NaturalCalm™ aromas featured in JOHNSON'S® BEDTIME® baby cleansers are designed to calm baby in preparation for sleep.

Research has shown babies bathed with a fragranced bath product spent nearly 25% less time crying before sleep, compared to those bathed with a non-fragranced product.



### MASSAGE

A soothing massage as part of a bedtime routine helps baby sleep better.

JOHNSON'S® BEDTIME® baby lotions also feature NaturalCalm™ aromas designed to help soothe baby and hydrating emollients that leave skin feeling soft and smooth.

Familiar and pleasant scents can make baby feel happy and relaxed and lead to better well-being by enhancing baby's mood and emotions.



### QUIET TIME

The moments before bedtime are an opportunity to help baby wind down through quiet time activities, such as reading, singing or listening to music.

## The Bedtime Routine was tested with more than 400 moms and their infants and toddlers.

### Baby sleeps better

JOHNSON'S® Bedtime Routine engages the senses and gives baby a better night's sleep. Babies following JOHNSON'S® Bedtime Routine:\*

- Fell asleep 37% faster
- Woke up 38% less frequently
- Spent 32% less time awake
- Slept up to 1 hour longer
- Woke up in a better mood

\*after 7 days, compared to before they had a routine

### Mom feels better

A more consistent bedtime routine is associated with better sleep for mom. Moms of babies following JOHNSON'S® Bedtime Routine felt:\*

- 36% less tense
- 45% less tired
- 54% less angry
- 35% less confused
- 53% less depressed
- 22% more energized

\*after 7 days, compared to before their babies had a routine

And, when baby sleeps better, mom sleeps better, too.