

SKIN DEEP

GOING BEYOND THE SURFACE
OF WHAT MAKES
BABY'S SKIN SO SPECIAL

While there's nothing softer than a baby's perfectly plump skin, it's actually incredibly delicate and fragile. To stay healthy and nourished, it needs to be treated with care.

COMPARED TO ADULT SKIN, BABY SKIN...

is still actively **developing**

absorbs and loses moisture **2x as fast**

is 20% **thinner**

may be **more vulnerable** to irritants

is 3x **larger**, relative to their small size

is **more sensitive** and prone to **dryness**

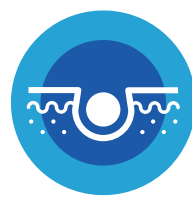
has **fewer lipids** (fats) to offer **protection** from the outside world

THAT'S WHY IT REQUIRES A GENTLE TOUCH

Water alone is **NOT ENOUGH**



May **dry out** skin



Removes just **≈65% of oil and dirt**

Unique products for **UNIQUE SKIN**



Harsh or inappropriate cleansers and soaps **disrupt** skin barriers and essential oils that provide **natural skin moisture**



Non-irritating moisturizers can help **reduce water loss**

EVERY JOHNSON'S® PRODUCT IS BACKED BY SCIENCE AND DESIGNED WITH BABY'S SKIN IN MIND

🕒 soap-free

🕒 non-irritating

🕒 paraben-free

🕒 dermatologist-tested

🕒 hypoallergenic

🕒 compatible with skin's natural pH

And just like today's families, our understanding of what's best for baby is constantly evolving. That's why **JOHNSON'S® IS INTRODUCING:**

JOHNSON'S® HEAD-TO-TOE™ Extra Moisturizing Wash and Cream

This 2-step routine is shown to increase giggles and reduce fussiness

JOHNSON'S® HEAD-TO-TOE™ Baby Lotion

Infused with vitamin E and baby oil for baby's tender skin used from day one

JOHNSON'S® HEAD-TO-TOE™ Cleansing Cloths

The gentle cleansing of JOHNSON'S® bath without the tub/water at home or on the go

As the #1 baby skin care brand, JOHNSON'S® is always helping parents and caregivers keep baby's skin **healthy, soft** and **clean**.