



>90%  
INGREDIENTS OF  
NATURAL ORIGIN<sup>1\*</sup>



50%  
FEWER INGREDIENTS<sup>1</sup>

- ♥ NO PARABENS, PHTHALATES, OR DYES<sup>1,2</sup>
- ♥ GENTLE FRAGRANCE<sup>2</sup>
- ♥ NO SULFATES OR SOAPS

# Touch. Our First Language.

Patient guides for baby skincare basics and massage

\*Based on average cumulative volume of ingredients in washes, lotions and shampoos, using ISO/DIS 16128 (water included).

1. Data on file. Compared to Johnson's® pre 2018 restage.

2. Data on file.

# Touch Is A Foundation To Overall Infant Sensory Development & Bonding<sup>1</sup>

How does the sense of touch develop and how is it related to sensory development?

- Touch develops in utero around 4 to 7 weeks and is the most developed of all the senses at birth.<sup>1</sup>
- Touch contributes to the development and maturation of other senses, and is how babies sense and perceive their own bodies.<sup>1</sup>
- The benefits of touch are not only seen in the short term, but the effects may extend into a baby's physical and cognitive development throughout childhood<sup>2-3</sup>



1. A.J. Bremner, C. Spence. The development of tactile perception. In: Benson JB, ed. *Advances in Child Development and Behavior*. Vol 52. 1st ed. Academic Press; 2017:227-268. 2. Elliot L. *What's Going On in There? How the Brain and Mind Develop in the First Five Years of Life*. New York, NY: Bantam Books; 1999. 3. UNICEF/World Health Organization. *Integrating Early Childhood Development (ECD) Activities into Nutrition Programmes in Emergencies. Why, What and How*. 2014; 1-16. 4. Data on File, Johnson & Johnson Consumer Inc. (Bath Intervention Poster). 5. Diego MA, Field T, Hernandez-Reif M, Deeds O, Ascencio A, Begert G. Preterm infant massage elicits consistent increases in vagal activity and gastric motility that are associated with greater weight gain. *Acta Paediatr*. 2007;96(11):1588-1591. 6. Field T, Hernandez-Reif M, Diego M, Feijo L, Vera Y, Gil K. Massage therapy by parents improves early growth and development. *Infant Behavior & Development*. 2004; 27(4):435-442.

## Everyday rituals, such as bath time, are ideal opportunities for multisensory stimulation



### Massage:

#### clinical evidence

- Promotes bonding with the infant<sup>12</sup>
- Improves infant sleep<sup>13</sup>
- Reduces infant stress<sup>14</sup>
- Reduces stress and anxiety in mothers<sup>15</sup>

Additionally, a consistent routine of a bath time ritual before bed, which included a warm bath, massage and quiet activities, was shown to increase the quantity and quality of sleep in babies and to improve maternal mood<sup>16</sup>

12. Morhenn V, Beavin LE, Zak PJ. *Altern Ther Health Med* 2012; 18: 11–8.

13. Field T, Hernandez-Reif M. *Early Child Dev Care* 2001; 168:95–104.

14. Hernandez-Reif M, Diego M, Field T. *Infant Behav Dev* 2007; 30: 557–61.

15. Feijo L, Hernandez-Reif M, Field T, et al. *Infant Behav Dev* 2006; 29: 476–80.

16. Mindell JA, Telofski LS, Wiegand B, et al. *Sleep* 2009; 32:599–606

# Baby Care Basics: Skin Care

Your baby's skin plays an essential role in maintaining health, defending against irritants and infections, and regulating internal temperature. Keep reading to learn why baby skin is unique— and how you can help care for it.

## How is infant skin different from adult skin?

 More vulnerable to irritants

 Thinner and still developing

 Loses water up to 2x faster

 More susceptible to sunburn

## How can I keep my baby's skin healthy?

1. Avoid harsh detergents and soaps that can cause irritation.
2. Choose loose-fitting clothing, apply baby lotion, and control the temperature and humidity in your home to help maintain skin moisture levels.
3. Keep your baby out of direct sunlight.

## What is cradle cap?

Cradle cap is a skin condition that is very common in infants. It usually begins during the first few weeks of life and slowly disappears by the time your baby is 12 months old. Cradle cap can be unsightly at times, but it's harmless.

## To remove cradle cap crust:

1. Soften them first by massaging baby oil into the hair and scalp. Leave the oil on for a few minutes to help loosen the crusty patch.
2. Use a mild cleanser and a gentle circular motion to remove the flakes and oil from your baby's head. A fine-tooth comb or baby brush may also help.



**Never** pick off patches of cradle cap with your fingernails.

# Baby Care Basics: Massage

Massage has many proven benefits. It can contribute to healthy weight gain, promote relaxation before bedtime, and help your baby be more alert and social when awake. Read on for different massage techniques you can try with your baby.

## How do I prepare?

 Warm your hands and the room

 Have a clean diaper and towel nearby

 Use a mild baby oil or lotion

 Lay your baby on a soft surface

## Start at the bottom

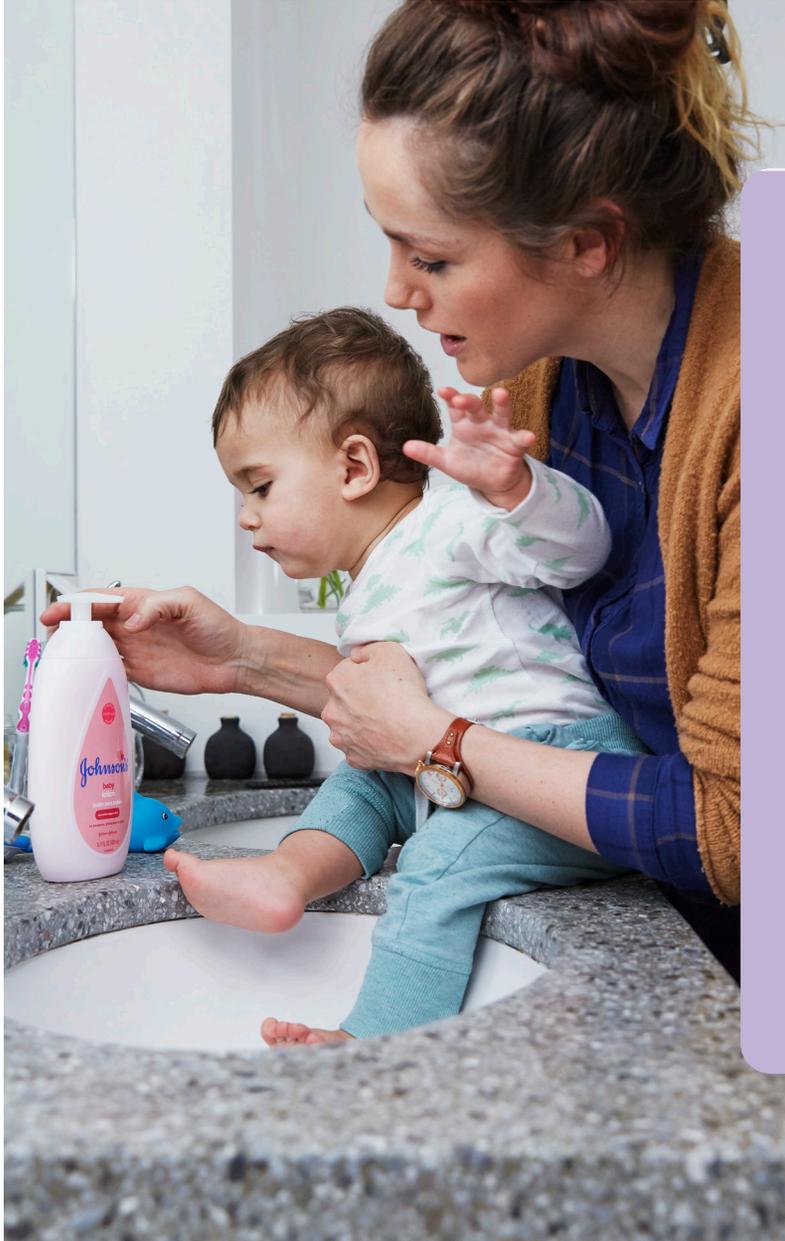
- 1. Loosen the legs:** Hold your baby's heel and use the other hand to gently stroke his leg from top to bottom. Reverse the motion, stroking from his foot up.
- 2. Play with those piggies:** Gently rotate each toe while singing "This Little Piggy." Then, with your thumb pressed against the sole of your baby's foot, flex the foot up and down.
- 3. Be ready to roll:** Roll your baby's legs between your hands from the knee to the ankle, using the same smooth motion you would to roll strings out of soft clay.

## Move to the middle

- 1. Do the heart good:** With your hands resting flat on your baby's rib cage and pointing slightly inward, trace the shape of a heart—up, out, and around her chest.
- 2. Rub that belly:** Place one hand on your baby's belly and stroke downward, following closely with the other hand. Repeat. As a variation, raise your baby's legs.
- 3. Go up and over:** Start with your hands next to each other on top of your baby's rib cage, then stroke up her chest, over her shoulders, and all the way down her arms.

## Top it off

- 1. Get in some face time:** Slide your hands down baby's forehead and gently massage his temples, then place your thumbs along his nose and move your hands across his cheeks.
- 2. Squeeze those cheeks:** Make small circles on the sides of your baby's jaw under his ears. Move to the back of his ears and make larger circles, then come up under his chin and press his jaw forward.



## 8 Baby Massage Tips & Tricks

1

Choose a time when your baby is awake and alert, not too hungry or too full.

2

Ensure the room is warm and lighting not too bright.

3

Have what you need ready: baby massage oil or lotion, towel, clean diapers and clothes.

4

Wash your hands and remove jewelry.

5

Find a comfortable place to massage so they can see your face clearly.

6

Before starting, relax with a few full breaths — this can help your baby relax too.

7

Babies are always changing. Some may feel more secure if they're close to their parents.

8

Use baby oil or lotion and glide comfortably over baby's skin.

**WARNING:** Keep all products out of reach of children. Keep any baby oil out of children's reach to avoid drinking and accidental inhalation, which can cause serious injury. Should breathing problems occur, consult a doctor immediately.