



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

**DID YOU KNOW?**

Baby's skin is 30% thinner  
than adult skin.



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

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

# The importance of maintaining a balanced skin microbiome for newborns

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

1. Compare to Johnson's® pre 2018 restage.

2. Data on file.



# A newborn's skin microbiome

Is important to skin health and immunity



## SKIN MICROBIOME PROVIDES PROTECTION

- Supports the healthy functioning of the skin barrier<sup>3</sup>
- Has a diverse and strong microbial presence when healthy<sup>3</sup>
- Plays a role in immune modulation<sup>3</sup>



## SKIN BARRIER DISRUPTION

- May result from harsh products<sup>3</sup>
- Can cause imbalance of skin microbiome<sup>3</sup>
- Leaves opportunity for colonization by pathogens<sup>3</sup>



## PRODUCTS SHOULD SUPPORT

- Preserve the skin microbiome as it evolves in the first week of life, and diversifies over the first year<sup>3</sup>
- Be specially designed for babies' unique needs and still developing skin<sup>2</sup>

2. Data on file.

3. Data on file. Microbiome message map. 2018.

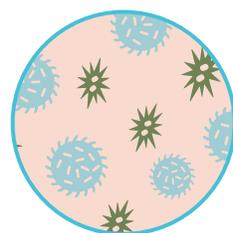
# A healthy skin microbiome is comprised of a *balance* of diverse microbes<sup>3</sup>

- Made up of bacteria, archaea, fungi, protozoa, and viruses<sup>3</sup>
- Helping the skin barrier protect itself from pathogens<sup>3</sup>

## Skin diseases have been linked to changes in the skin microbiome's composition<sup>3</sup>



Healthy skin microbiome is a diverse ecosystem of microbes<sup>3</sup>

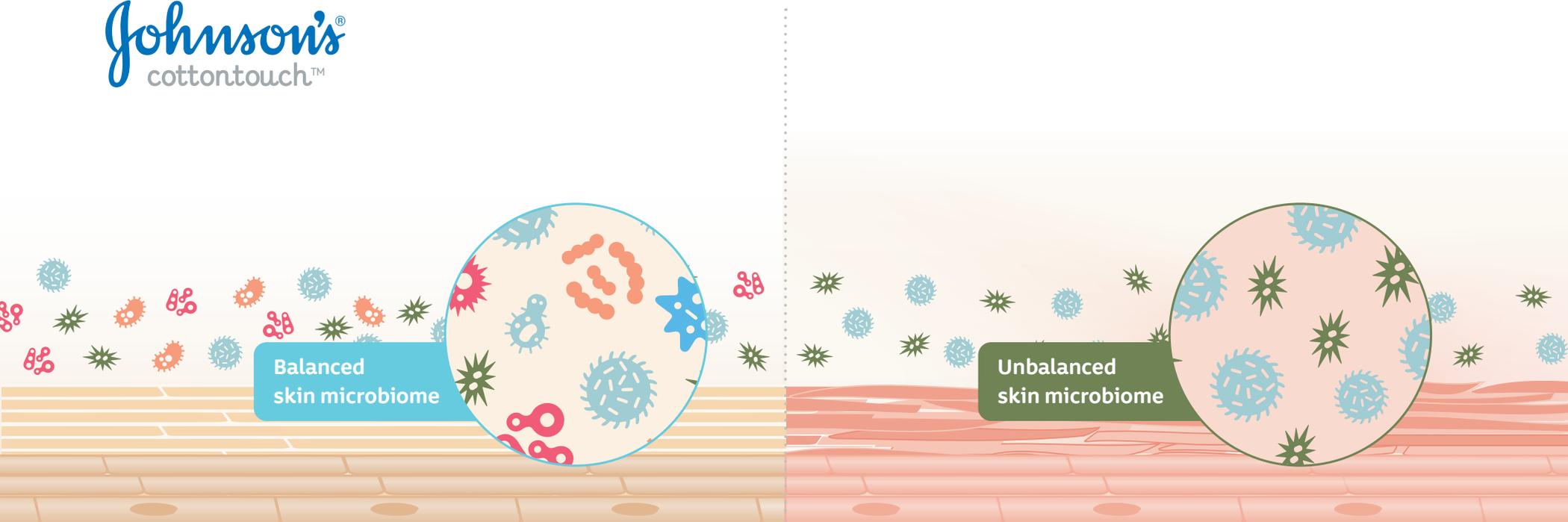


Unhealthy skin microbiome is associated with lesser microbial diversity<sup>3</sup>

3. Data on file. Microbiome message map. 2018.

# A balanced skin microbiome helps protect infants from harmful, infectious microbes<sup>3</sup>

Skin barrier disruption can cause an imbalance of bacteria colonization in the skin microbiome and can lead to adverse skin conditions, such as the “massive colonization” of the skin with *S. aureus*



2. Data on file.

3. Data on file. Microbiome message map. 2018.



## Johnson's® CottonTouch™

light and gentle enough from day one

### CottonTouch™ is clinically proven gentle for delicate newborn skin

- ✓ Clinically proven not to disrupt babies' developing skin and microbiome<sup>2</sup>
- ✓ Preserves mildly acidic pH of babies' skin, helping maintain barrier function<sup>1</sup>
- ✓ Leaves minimal residue<sup>1</sup>
- ✓ Designed with real cotton and helps enhance touch as part of a bath-time and massage routine<sup>1</sup>

1. Data on file. 2. Data on file.