



>90%
INGREDIENTS OF
NATURAL ORIGIN^{1*}



50%
FEWER INGREDIENTS¹

- ♥ NO PARABENS, PHTHALATES, OR DYES^{1,2}
- ♥ GENTLE FRAGRANCE²
- ♥ NO SULFATES OR SOAPS

Healthy babies rely on a healthy planet

At Johnson's®, it's our job to build for a better tomorrow

*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.



Pure, gentle formulas for babies and the world they'll grow up in

We use a patented system to help us formulate products that are non-toxic, biodegradable and don't bioaccumulate in the environment.

Gentler on baby, gentler on the world⁵

JOHNSON'S[®] is going greener to minimize environmental impact.⁵



Prioritized using ingredients that are not harmful to aquatic life and ecosystems⁵



JOHNSON'S[®] does not test on animals^{3*}



Reduced plastic consumption⁵

*Except in the rare situation where governments or laws require it.
3. Data on file. Baby innovation meeting. 2018.
5. Data on file. Module 2. 2018.



At Johnson's®, it's our job to build for a better tomorrow. That's why we're committed to giving parents and caregivers gentle but effective product solutions for their babies. We are supporting a world where every baby can grow and thrive by choosing purposeful ingredients, improving the sustainability of our packaging, and giving back to our communities.

Pure and Gentle Ingredients

- > For babies, our strict ingredient selection process ensures our products are as pure and gentle as they are effective. All our liquid cleansers and lotions are paraben-free, phthalate-free, and dye-free.
- > For the environment, we carefully select ingredients that are gentle for our aquatic ecosystems*

By 2025, we plan to offer even more innovative products, making careful choices with babies and the planet in mind.



Just like you, Johnson's loves ingredients from natural origin, but only when they're safe.

We select our ingredients carefully to ensure that they're gentle and mild for baby's skin and eyes.

All ingredients in our formulas were evaluated using our patented and peer reviewed methodology and found to be of low aquatic environmental concern, considering a balance of aquatic toxicity, bioaccumulation, and biodegradation after use



Sustainable Packaging

Did you know that making small packaging changes, like removing pumps, can make a big difference in recyclability?

- > We intend to transition from pumps to caps on all liquid cleansing products below 500ml in the US, meaning millions fewer pumps will reach landfills each year.
- > We've expanded our assortment of refill packaging in several key markets around the world to enable bottle reuse and reduce plastic waste. We've also incorporated recyclability messages onto our bottles.

By 2025, we aim to maximize our recyclability by converting to fully transparent PET bottles and recyclable pumps. We are also planning to expand refill packaging to the US and optimize our supply chain to reduce our carbon emissions. By 2030, we aspire to use 100% recycled plastic in our bottles.



Our Community Impact

Did you know that Johnson's is committed to social responsibility and helping babies thrive?

- > For over 40 years, we've donated to leading global nursing and midwifery associations.
- > In 2020, we responded to the urgent needs of the COVID-19 crisis by providing helpful resources to expectant parents.

Going forward, we plan to expand our external partnerships to support nurses and midwives in giving every baby the healthiest start to life—from delivery through the first year.

