



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

CLINICALLY PROVEN  
— MOISTURIZATION —  
TO SUPPORT BABIES' NATURAL  
MICROBIOME<sup>2</sup>

PRESERVES  
MILDLY ACIDIC pH  
OF BABIES' SKIN, HELPING  
MAINTAIN BARRIER FUNCTION<sup>1</sup>

LEAVES MINIMAL  
RESIDUE<sup>1</sup>

# Our Gold Standard of Baby Care

— Dermatologist and pediatrician tested —

\*Based on average cumulative volume of ingredients in washes, lotions and shampoos, using ISO/DIS 16128 (water included).  
1. Data on file. 2. Data on file.



## Meet CottonTouch™

Designed to enhance the power of a parent's gentle touch

### 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.

Johnson's  
CHOOSEgentle™

## CottonTouch™ 2-in-1 Wash



Clinically proven  
not to disrupt babies'  
developing skin and  
microbiome<sup>2</sup>

Rinses off easily,  
leaving minimal  
residue<sup>1</sup>

No More Tears  
formula is as  
mild and gentle  
on the eyes as  
pure water<sup>1,2</sup>

**86%** of pediatricians  
would recommend<sup>3</sup>

1. Data on file. 2. Data on file.  
3. Data on file. Rembrandt product evaluation study, 2018

Johnson's  
CHOOSEgentle™

## CottonTouch™ Face & Body Lotion



Clinically proven gentle on  
newborn's developing skin

Designed to meet  
or exceed the top  
internationally  
recognized regulatory  
standards

Absorbs quickly,  
leaving minimal  
residue<sup>2</sup>

**76%** of pediatricians  
would recommend<sup>1</sup>

\* Study conducted with 101 U.S. pediatricians - September 2017.  
1. Data on file. Rembrandt product evaluation study, 2018. 2. Data on file.

# Rinses clean and absorbs fast leaving minimal residue behind<sup>1</sup>



## CottonTouch™ Newborn Wash & Shampoo

Rinses off easily, leaves no  
slippery residue<sup>7</sup>

**GloGerm™ Powder Demonstration<sup>10</sup>**  
Shows residue left behind after controlled washing



CottonTouch™



Competitive baby wash



## CottonTouch™ Newborn Face & Body Lotion

Absorbs quickly, leaves no  
unwanted residue<sup>7</sup>

**Red Particles Demonstration<sup>11</sup>**  
Shows residue effect 5 minutes after  
controlled application of lotions



CottonTouch™



Other leading lotion

10. GloGerm™ is a trademark of Glo Germ Company, Utah, USA.  
11. Data on File. Red Particles Demonstration Study, 2018.

Whether to use products such as wipes or liquid cleansers – or water alone – to cleanse babies' skin is an area of potential confusion for both many parents and healthcare professionals.

## Water isn't an effective cleanser<sup>1-3</sup>

- Water alone only removes water-soluble substances.
- Proper skin cleansing helps keep baby skin free of unwanted irritants, including saliva, nasal secretions, urine, pathogens, and fat-soluble substances (faeces, faecal enzymes, dirt...).
- Surfactants are needed to bind fat-soluble substances.
- Exposure to irritants for long periods, especially in the occluded nappy area, can lead to: discomfort, irritation, infection and skin barrier breakdown.



## Water only can be harmful<sup>3,4</sup>

- Water has poor pH-buffering action – it has a neutral pH 7.0 which is alkaline compared to the normal acid mantle of skin.
- The mechanism by which water irritates the skin may involve the removal or dilution of Natural Moisturising Factor (NMF).
- Depending on bathing frequency and quality of water, washing with water alone can have a drying effect on infant skin which may lead to impairment of infant skin condition.
- Individuals with atopic dermatitis are particularly vulnerable.



Baby skin needs mild, effective cleansers to maintain its integrity and effectively cleanse<sup>5</sup>

## Johnson's® CottonTouch™

**Especially designed for newborns, clinically proven safe from day 1**

**Clinically shown not to disrupt the developing skin microbiome\***

**No parabens, phthalates or sulphates**

**No dyes, no soap, no fragrance allergens†**



Healthcare professionals and parents can confidently make a choice when it comes to cleansing their newborn baby right from the first day.

<sup>1</sup> Gelme i C. J EADV. 2001; 15(1):12-15.  
<sup>2</sup> Walters R, et al. Cosmetics & Toiletries. 2008;123(12):53-60.  
<sup>3</sup> Telofski L, et al. Dermatol Res Pract. 2012;2012:198789.  
<sup>4</sup> Tsai T, Maibach H. Contact Dermatitis. 1999; 41:311-314.

<sup>5</sup> Blume-Peytavi U, et al. J Eur Acad Dermatol Venereol. 2009;23:751-759.  
 \* Using a routine with JOHNSON'S® CottonTouch™ wash and lotion.  
 † Fragrance allergens below labelling threshold defined in SCCS guidelines.