

# Natural Choices

Sara Snow, an Indianapolis-based TV host and green-living expert, gives her baby a “rub-a-dub-dub cleaning” with JOHNSON’S® NATURAL® HEAD-TO-TOE™ Foaming Baby Wash, then hands her daughter to Dad for the towel snuggle. “Especially for baby products, less is more,” says Sara. “It’s a fantastic product.”

In June 2010, Johnson & Johnson Consumer Companies, Inc. launched the JOHNSON’S® NATURAL® baby line in North America, bringing new, affordable natural baby products to moms at mass retail. The brand was developed in response to the growing number of parents, like Sara, who are environmentally conscious and also want natural products for their babies. All five products are at least 98 percent natural (derived from fruits or plants).

“A growing number of consumers everywhere in the world want a natural solution,” says Patrick Mutchler, Company Group Chairman. “As the global leader in baby care, it’s our responsibility to meet the different needs of different mothers.”

## NATURAL AND MORE SUSTAINABLE

JOHNSON’S® poured more than 100 years of experience plus science, rigorous testing and expertise into developing the natural line. One challenge was defining just what is “natural.” While many organizations have formulated standards, these criteria don’t address the unique needs of babies.

“Not all natural products are mild enough for a baby’s skin,” says Jean Holland, Worldwide Franchise, R&D Director. For example, a baby’s skin is thinner and more sensitive than an adult’s,

Holland says. “Some natural ingredients, such as essential oils, can be irritating or allergenic.”

JOHNSON’S® ultimately developed a standard for babies, called the BEST FOR BABY NATURALS™ Standard. This led to a formulation that is 98 percent natural for the washes and 99 percent natural for the lotions, using plant- and fruit-derived ingredients. It contains the NO MORE TEARS® formula and the first 100 percent naturally derived fragrance, ALLERFREE™, which is free of known allergens and irritating essential oils.

In addition, JOHNSON’S® NATURAL® packaging is thoughtful of sustainability considerations. The plastic bottles contain no colorant, use up to 60 percent post-consumer recycled content and feature silkscreened graphics rather than labels, reducing packaging weight and waste. The product line was honored with an EARTHWARDS™ designation, which Johnson & Johnson gives to products that demonstrate significant improvements in their environmental footprint. Further, JOHNSON’S® NATURAL® forged a partnership with the National Wildlife Federation\* to encourage children’s exploration of their natural surroundings.

\*A trademark of the National Wildlife Federation. Please visit [www.nwf.org](http://www.nwf.org).

## ELEVATES HERITAGE BRAND

“Both the traditional and natural JOHNSON’S® products meet the expectations of purity, mildness and gentleness inherent in our heritage business,” Holland says. “It’s all about giving moms a choice.”

The line includes three baby and two kids products: JOHNSON’S® NATURAL® Baby Lotion, JOHNSON’S® NATURAL® HEAD-TO-TOE™ Foaming Baby Wash, JOHNSON’S® NATURAL® Baby Shampoo, JOHNSON’S® NATURAL® Kids 3-in-1 Shampoo, Conditioner & Body Wash, and JOHNSON’S® NATURAL® Kids 2-in-1 Hand & Face Foaming Wash.

Sara Snow, meanwhile, especially appreciates that the prices are lower than some specialty natural brands and that the products are available at mass retail. “I really like that it’s affordable, so that anyone can get their hands on it,” says Sara, who was such a fan of the products that she became a spokeswoman. “To go with a product that for so long has been a trusted brand like JOHNSON’S®, that really does the research, people find a real sense of security and comfort in that.” ■

## MILD AND GENTLE

Sara Snow continues to be environmentally conscious with her choices for her child, like using JOHNSON’S® NATURAL® baby products. The product line was recognized with an EARTHWARDS™ designation and has forged a partnership with the National Wildlife Federation. Learn more at [www.johnsonsbaby.com](http://www.johnsonsbaby.com).