

Timeline and Major Events

- Starting in 1886, they wouldn't gain fame until 1959
- Pioneered first commercial aid kits, designed to help railroad workers treat injuries
- 1894 - JnJ started a 'heritage baby business' selling maternity kits, to make childbirth safer for each party.
- 1949 - Would have a subsidiary, Ethicon who encapsulated majority of the surgical sutures market
- 1959 - Acquired McNeil Laboratories and Cilag Chemie, AG (an EU company)
 - McNeil would eventually develop the first prescription aspirin-free pain reliever, Tylenol
- 1961 - Belgium's Janssen Pharmaceutica N.V. joins JnJ
 - notable products: Risperdal, Immodium, and Reminyl
- 1976-1989 - James E. Burke was chairman and CEO of JnJ
- 1990s - Ethicon's Endo Surgery pioneered minimally invasive surgeries
- 1994 - JnJ develops the coronary stent, Palmaz-Schatz stent,
 - helped cardiology, since they help keep vessels open for blood flow to the heart
 - Cordis Corporation (sub-company to help ppl with cardiovascular disease)- created drug-eluting stent, preventing arteries from relogging
- 2002 - William C. Weldon becomes the chairman and CEO of JnJ
- 2006 - JnJ acquires Pfizer Consumer Healthcare
 - included brands like Nicorette and Listerine
- 2017 - Largest acquisition so far, winning Actelion, a Swiss biotech company
 - products including, bosentan, macitentan, and uptravi, all helping with pulmonary arterial hypertension
- 2020 - 6.5b deal to acquire Momenta, adding medicine for the inflammatory disease nipoclimab
- 2021 - vaccine was beat out by AstraZeneca and Pfizer, based on approval timing and its lower efficacy
- Nov 2021 - JnJ announced split into two publicly traded companies - for consumer products and pharmaceuticals

Controversies (of which many are still incomplete) - Tylenol Recall

- Risperdal lawsuit in 1994 and 2019

- Opioids Crisis

- Talc products could contain small amounts of asbestos, leading to cancer

* Targeting minority communities * Many pending lawsuits

Resources

General

- * [Investopedia](#)
- * [Wikipedia](#)
- * [JnJ Official Website](#)
- * [JnJ Twitter](#)
- * [Statista JnJ](#)
- * [WSJ: JnJ Financials](#)
- * [JnJ 2020 Annual Report](#)

From JnJ

- * [Credo/Mission Statement](#)
- * [Johnson's Baby](#)

Plans to Split

- * [WSJ](#)
- * [Reuters](#)
- * [WSJ JnJ Split - What happens to my Stock](#)
- * [12/6/21 WSJ JnJ Untangling Finances](#)

Timelines

- * [Bloomberg Timeline of Major Events](#)

Other

- * [Marketing Strategy for JnJ](#)
- * [JnJ Tylenol Case Study](#)
- * [Random Charts](#)
- * [Marketing Case Study](#)

Baby Powder Specific

- * [2/22/21 Reuters Lawsuit](#)
- * [07/28/21 Reuters Lawsuit](#)
- * [11/12/21 Reuters Lawsuit](#)
- * [02/25/22 WSJ JnJ wins court battle in larger case](#)
- * [02/25/22 NPR JnJ wins court battle in larger case](#)
- * [02/21/19 FT JnJ initial subpoena](#)
- * [02/08/22 WSJ Companies using Bankruptcy to Avoid Cancer Trials](#)
- * [10/18/19 FT JnJ](#)

Sentiment and Social Empowerment

- * [First Female Scientist JnJ hired](#)

Competitors

- **Pfizer**
- **Procter & Gamble**
- **Merck**
- Bristol Myers Squibb
- Unilever
- Novartis
- Glaxo
- Bayer - Bristol Myers Squibb

Other Notes

- In business 130+ years and employs over 130,000 individuals
- Operations in 60 different countries
- Operates three divisions pharmaceutical, medical devices, and consumer products.
- One of JnJ's key strategies incorporate acquisitions.
 - A lot of JnJ's biggest innovations, are from its subsidiaries and acquisitions. Branches formed from within the company, not including Jenson, just arent as notable/exceptional
 - 495 Subsidiaries
- One of the only two US based companies with credit rating of AAA, which is higher than the US gov
- Their marketing caters to consumers' emotions and sensibilities. For instance, marketing for Neutrogena empowers women
- The brand includes:
 - Band-Aid
 - Aveeno
 - Stayfree
 - Bengay
 - Tylenol
 - Clean and Clear
 - Neutrogena
 - Stayfree
 - Acuvue
 - Pharmaceutical Arm: Janssen Pharmaceuticals