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JOHNSON'S® SOFTLOTION™ Fact Sheet

For the first time, JOHNSON'S®, the skincare experts, is launching a clinically tested body care line specifically designed for adult women. In September, women nationwide will be able to enjoy JOHNSON'S® SOFTLOTION™ Nourishing Renewal Lotion, the newest member of JOHNSON'S® family of adult body lotion products, which are clinically shown to help return adult skin to a baby-soft state. Only JOHNSON'S® best understands the difference between baby and adult skin, and can offer scientific proof behind improving adult skin and restoring it to nurtured baby softness.

PRODUCTS:

JOHNSON'S® SOFTLOTION™ Nourishing Renewal Lotion

- Helps restore and preserve skin for youthful baby softness in just one skin cycle
- Enriched with antioxidant vitamins A, E and green tea extract - ingredients shown to help fight the free radicals responsible for skin aging
- Replenishes essential oils found naturally in babies' skin that can diminish over time, and includes shea butter for greater softness.
- Available in 8.4 oz and 14 oz sizes for a suggested retail price of \$3.99 and \$4.99, respectively

JOHNSON'S® SOFTLOTION™ Extra Care Healing Lotion

- Heals extra dry, thirsty skin with a touch of baby oil to replenish and lock in moisture all day long
- Unique formula targets extra dry patches on skin
- Available in 8.4 oz and 14 oz sizes for a suggested retail price of \$3.99 and \$4.99, respectively

JOHNSON'S® SOFTLOTION™ Extra Care Healing Hand Cream

- Moisturizes dry, cracked hands and rough spots for 24 hours
- Provides extra relief for wintertime dry skin with touch of baby oil
- Lasts through multiple hand washes for baby soft hands all day
- Available in a 3.5 oz bottle for a suggested retail price of \$4.99

JOHNSON'S® SOFTLOTION™ 24 Hour Moisturizer

- Enriched with long-lasting emollients and lipids to restore moisture
- Leaves skin feeling smooth and baby soft for 24 hours
- Available in 8.4 oz and 14 oz sizes for a suggested retail price of \$3.99 and \$4.99, respectively

JOHNSON'S® SOFTLOTION™ Calming Lotion

- Contains lavender and chamomile, ingredients known for their calming and relaxing properties
- Leaves skin smooth and baby soft for 24 hours
- Available in a 14 oz bottle for a suggested retail price of \$4.99

JOHNSON'S® SOFTLOTION™ Creamy Moisturizing Oil

- Softens like an oil, feels like a lotion
- Leaves skin feeling baby soft with a healthy glow that only comes from an oil
- Available in a 14 oz bottle with a suggested retail price of \$4.99