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JOHNSON'S® SOFTWASH™ 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® SOFTWASH™ Nourishing Care 24 Hour Moisture Wash, the newest member of JOHNSON'S® family of adult body wash products, which is clinically shown to moisturize skin for 24 hours. Only JOHNSON'S® best understands the difference between baby and adult skin, and can offer scientific results demonstrating improvement in adult skin and restoring it to nurtured baby softness.

JOHNSON'S® SOFTWASH™ line is clinically shown to continue moisturizing or hydrating skin for 24 hours after rinsing. The rich, creamy lather contains advanced technology that locks moisture within the skin's surface, for lasting baby softness. And unlike competitive products, all JOHNSON'S® SOFTWASH™ products rinse clean, with no lingering residue. All products are offered in 12 oz and 20 oz bottles for a suggested retail price of \$3.99 and \$4.99, respectively.

PRODUCTS:

JOHNSON'S® SOFTWASH™ Nourishing Care 24 Hour Moisture Wash

- Rich, creamy wash formulated with vitamins A&E, shea butter and green tea extract
- Clinically shown to moisturize skin for 24 hours
- Advanced technology locks moisture within the skin's surface, all day long

JOHNSON'S® SOFTWASH™ Extra Care 24 Hour Moisture Wash

- Rich, creamy wash helps restore dry skin for lasting baby softness with a touch of baby oil
- Clinically shown to moisturize even dry skin for 24 hours
- Advanced technology locks moisture within skin's surface, all day long

JOHNSON'S® SOFTWASH™ 24 Hour Moisture Wash

- Enriched with 1/3 creamy moisturizer to help replenish skin for lasting baby softness
- With continued use, it is clinically shown to moisturize skin for 24 hours after cleansing
- Advanced technology locks moisture within the skin's surface, all day long

JOHNSON'S® SOFTWASH™ Calming 24 Hour Moisture Wash

- Helps soothe your senses and replenish skin for lasting baby softness
- Enriched with 1/3 creamy lotion as well as lavender and chamomile, ingredients known for their calming and relaxing properties
- Advanced technology locks moisture within the skin's surface, all day long
- With continued use, it is clinically shown to moisturize skin for 24 hours after cleansing