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JOHNSON'S® Melt Away Stress Body Care Line Fact Sheet

JOHNSON'S®, the skin care expert, is launching a new line of products within the JOHNSON'S® SOFT™ family, its clinically tested body care line specifically designed for adult women. In March, women nationwide will be able to enjoy JOHNSON'S® Melt Away Stress products, which help women reduce daily stress and tension while caring for their skin and leaving it baby soft. The Melt Away Stress product line includes JOHNSON'S® SOFTWASH™ Melt Away Stress 24 Hour Moisturizing Wash, JOHNSON'S® SOFTLOTION™ Melt Away Stress Moisturizing Lotion and JOHNSON'S® SOFTOIL™ Melt Away Stress Massaging Moisturizer.

Unlike other products on the market, the benefits of JOHNSON'S® Melt Away Stress wash and lotion have been clinically studied and shown to:

- Reduce tension by 50 percent
- Increase quality of sleep by 30 percent

All products in the collection contain a proprietary AROMASOOTHE™ fragrance blend of essences shown to calm to melt away daily stress and tension. By using any product in the Melt Away Stress collection, women can experience stress relief anytime. This collection allows consumers a way to truly customize their daily relaxation, whether they desire a bath or shower, lotion application, or reduced tension.

PRODUCTS:

JOHNSON'S® SOFTLOTION™ Melt Away Stress Moisturizing Lotion

- Infused with AROMASOOTHE™ fragrance and chamomile to calm your senses
- Helps melt away daily tension to enjoy a more restful night's sleep
- Moisturizers work overnight to restore skin to desired baby softness
- Available in an 11 oz size for a suggested retail price of \$4.99



JOHNSON'S® SOFTWASH™ Melt Away Stress 24 Hour Moisturizing Wash

- Infused with AROMASOOTHE™ fragrance with chamomile hints of lavender that lasts even after rinsing
- Helps melt away daily tension so you feel relaxed like after a warm bath
- The creamy, comforting lather locks moisture within the skin's surface, all day long
- Clinically shown to moisturize skin for 24 hours
- Rinses clean, with no greasy afterfeel
- Available in a 20.3 oz size for a suggested retail price of \$4.99



JOHNSON'S® SOFTOIL™ Melt Away Stress Massaging Moisturizer

- When applied to tired or tight muscles, helps your body and mind feel relaxed
- Infused with AROMASOOTHE™ fragrance and chamomile to soothe your senses
- Lightoil moisturize skin for lasting baby softness
- Available in a 6.7 oz size for a suggested retail price of \$4.99

