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## JOHNSON'S® LAUNCHES NEW MELT AWAY STRESS BODY CARE LINE FOR WOMEN

*New Products Feature Proprietary AROMASOOTHE™ Fragrance Blend  
With Unprecedented Ability to Melt Away Daily Tension Leading to Better Relaxation*

**SKILLMAN, N.J., November 28, 2006** — JOHNSON'S®, the skincare 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. The new Melt Away Stress line was created to respond to women's stress levels, which have been shown to be higher than men, particularly within the areas of family, money and work\*. JOHNSON'S® recognized the need for relaxing, calming products and developed the Melt Away Stress line to provide women a convenient, affordable way to reduce daily stress and tension while caring for their skin and leaving it baby soft.

"We know our consumers are busy people who are looking for simple ways to relax and pamper themselves," said Fred Tewell, Group Product Director, JOHNSON'S® adult skin care division. "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."

The Melt Away Stress line will be available beginning March 2007 at most food, drug and mass market stores nationwide. The 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
- Increase sleep satisfaction by 49 percent (lotion)

Additionally, in a consumer test, women who used the 24 Hour Moisturizing Wash in the shower said they felt as relaxed as if they had taken a warm bath. In a separate study, results demonstrate that the

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\*According to a 2006 survey conducted by the American Psychological Association in partnership with the National Women's Health Resource Center and [ivillage.com](http://ivillage.com)

Moisturizing Lotion and Massaging Moisturizer significantly reduce upper and lower body tension, muscle tightness and muscle tiredness.

All products in the Melt Away Stress collection contain the proprietary AROMASOOTHE™ fragrance blend, which contains natural ingredients such as chamomile and hints of lavender. JOHNSON'S® Advanced Technology research group partnered with a third party expert to develop the AROMASOOTHE™ fragrance, a blend of essences shown to calm to melt away daily stress and tension.

“We developed the AROMASOOTHE™ fragrance’s patent-pending blend of essences after more than five years of research,” said Susan Nettesheim, VP, Worldwide R&D, JOHNSON'S® adult skin care division, who led the team of scientists. “Improved sleep, which is a high stress hurdle, was our highest measure of success for the Melt Away Stress testing. When women reported that they not only experienced less tension and better moods, but that they were also relaxed enough to get a better night's sleep, we knew that this line offered women a unique skin care solution.”

Like all of JOHNSON'S® products, the Melt Away Stress line moisturizes to restore skin to its original baby softness and smoothness. 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. For more than 50 years, JOHNSON'S® has dedicated scientific and clinical research efforts to understanding the unique physiology and special needs of skin as it develops from birth through adulthood. With recent advances in non-invasive technology, JOHNSON'S® has been able to study, understand and define the unique components of baby skin.

In addition to the new Melt Away Stress 24 Hour Moisturizing Wash, Melt Away Stress Moisturizing Lotion and Melt Away Stress Massaging Moisturizer, JOHNSON'S® clinically tested SOFTLOTION™ and SOFTWASH™ lines include:

- Nourishing Care 24 Hour Moisture Wash and Nourishing Renewal Lotion
- 24 Hour Moisture Wash and 24 Hour Moisturizer
- Extra Care 24 Hour Moisture Wash, Extra Care Healing Lotion and Extra Care Healing Hand Cream
- Calming 24 Hour Moisture Wash and Calming Lotion
- Creamy Moisturizing Oil

#### About JOHNSON'S®

Johnson & Johnson Consumer Products Company, division of Johnson & Johnson Consumer Companies, Inc., develops and markets baby care, wound care and skin care products that address the needs of the consumer and health care professionals and incorporate the latest innovations. The portfolio includes heritage brands JOHNSON'S® Baby and BAND-AID® Brand Adhesive Bandages as well as leading skin care brands such as AVEENO® and CLEAN & CLEAR®.