

Johnson & Johnson Statement

10/31/11

Since 2009, the Johnson & Johnson Family of Consumer Companies have taken significant steps to reformulate our extensive product line to provide additional offerings that meet the changing needs of our consumers. These extensive efforts, which require complex testing and significant clinical studies to insure that new formulations meet our high standards for safety, mildness and gentleness, include:

- We have been phasing out formaldehyde releaser preservatives from our baby products. The preservative technologies we use are safe and approved by authorities in the European Union and in the United States, as well as in China and India, and we have not seen any evidence of allergy in hundreds of millions of real life uses of these products. However, we know that some consumers are concerned about formaldehyde, which is why we offer many products without formaldehyde releasing preservatives, and are phasing out these types of preservatives in our baby products worldwide. We are no longer introducing new baby products that contain these types of preservatives. Over the past few years or so, we already have reduced the number of formulations globally with formaldehyde releaser preservatives by 33% and in the U.S. by over 60%.

- We have reformulated approximately 70% of our baby products with new cleansing formulations that keep trace levels of 1,4 dioxane at below reliably detectable levels. We also have established strict standards to ensure that the amount of 1,4 dioxane in any of our remaining products is kept to extremely low levels that are well below the level that the U.S. Food and Drug Administration and regulatory agencies around the world consider to be safe.

- We have introduced new product formulations to meet consumer needs, such as Johnson's Natural, a line that is 98% natural, and contains no formaldehyde releasing preservatives or traces of 1,4 dioxane. Johnson's Natural is priced considerably below the "boutique" natural baby products, and puts an all-natural line within the budget of most consumers.

For more than 100 years, Johnson & Johnson Family of Consumer Companies have been providing parents with safe and effective products for their babies and young children. Our goal is to provide parents and their babies with safe, gentle, mild products that they can trust and use with confidence.