



Johnson's<sup>®</sup>  
CHOOSEgentle™

Desitin<sup>®</sup>

For the most  
delicate days of life





## We're committed to delivering the best for babies.

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For decades, we've pioneered research to further understand the unique needs of baby's eyes, skin and hair. Every JOHNSON'S® product is designed to meet or exceed the top internationally recognized regulatory standards.

JOHNSON'S® products are tested for the safety every baby deserves. And Johnson's is suitable for use on skin of all ages.

JOHNSON'S® lotions are formulated to provide safe, gentle moisturization for all baby's skin. Our pH balanced washes will remove dirt without stripping natural oils or damaging baby's fragile skin and hair.

It's our passion and our purpose to help every child get the healthiest start to life, and so when it comes to making gentle choices, start from the first days. After all, gentle choices now can mean healthier tomorrows.



Johnson's  
CHOOSEGENTLE®

#1 choice of hospitals,  
#1 choice of parents.\*

Dye-free.\*\* Sulfate-free. Worry-free.

# Cleansers

Our cleansers pass the rigorous NO MORE TEARS® clinical test, proving them to be gentle to the eyes in case of accidental splashes. All cleansers are also free of sulfates and soaps.



## JOHNSON'S® HEAD-TO-TOE® Wash & Shampoo

- Gently cleanses infants' skin & hair
- Preserves mildly acidic pH of babies' skin and maintains baby's natural skin moisture barrier
- Clinically tested and developed for sensitive newborn skin



## JOHNSON'S® Baby Shampoo

- Mild & gentle cleansing for infants and all other patients
- Gently washes away dirt & germs
- Leaves hair soft, shiny and smelling fresh



## JOHNSON'S® CottonTouch® Newborn Wash & Shampoo

- Light, velvety lather leaves skin soft
- Gently washes away dirt & germs
- Preserves mildly acidic pH of babies' skin, helping maintain barrier function
- Clinically tested and developed for newborn's sensitive skin



## JOHNSON'S® HEAD-TO-TOE® Baby Cleansing Cloths

- Provides quick & gentle cleansing without water
- Alcohol free



## JOHNSON'S® Baby Hand & Face Wipes

- Suitable for baby's delicate hands & face
- Leaves skin smelling fresh & clean
- Alcohol free



## JOHNSON'S® No More Tangles® Detangling Spray

- No More Tears® formula
- Can be used on wet or dry hair for easier combing and styling
- No rinsing required

# Moisturizers

Our moisturizers carry the CLINICALLY PROVEN MILDNESS stamp of approval—letting healthcare professionals and parents know that they can trust these products for baby's delicate skin.



## JOHNSON'S® Baby Lotion

- Gently nourishes & hydrates infant and adult skin for 24 hours
- Enriched with coconut oil
- Preserves mildly acidic pH of babies' skin, helping maintain barrier function



## JOHNSON'S® CottonTouch® Newborn Face & Body Lotion

- Water gel formula instantly delivers nourishing hydration to the skin
- Preserves mildly acidic pH of babies' skin, helping maintain barrier function
- Absorbs fast & leaves minimal residue
- Blended with real cotton



## JOHNSON'S® Baby Oil

- Helps moisturize & prevent moisture loss
- Clinically proven to be gentle and mild for baby's delicate skin
- Locks in up to 10x more moisture on wet skin than an ordinary lotion can on dry skin
- Allergy-tested formula



## Touch benefits both baby and parent

When babies and parents interact through touch, they show more positive emotions, experience less stress, and form stronger connections. A bath-time and massage routine is a great way to promote touch.

# Creams & Powders



## DESITIN® Maximum Strength Original Paste (40% Zinc Oxide)

- Soothes & relieves on contact
- Helps promote healing and treats diaper rash: clinically shown to protect baby's skin for up to 12 hours
- Clinically shown to provide barrier protection to skin for up to 12 hours
- Maximum level of zinc oxide available without a prescription



## DESITIN® Daily Defense Cream (13% Zinc Oxide)

- Fast-acting formula helps soothe, & instantly forms a protective barrier to prevent diaper rash
- Clinically shown to provide relief from first usage
- Formula goes on smoothly & wipes off easily



## DESITIN® Multi-Purpose Healing Ointment (71% White Petrolatum)

- Instantly relieves irritated skin and prevents and treats diaper rash
- Helps relieve dry, chapped, cracked skin and helps prevent & protect from drying effects of wind and cold weather
- Safe for use on sensitive skin, and for use by infants, kids and adults
- Temporarily protects minor cuts, scrapes and burns



## JOHNSON'S® Aloe & Vitamin E Powder





- Pure cornstarch with aloe & vitamin E
- Gently absorbs excess moisture & soothes skin
- Clinically proven to be gentle & mild on baby's skin

## Use the new item codes below to place your order




### Cleansers

		item code	size	quantity
	JOHNSON'S® HEAD-TO-TOE® Wash & Shampoo	117566	0.85 oz	144/case
		117483	1.7 oz	144/case
	JOHNSON'S® Baby Shampoo	102561	1.7 oz	144/case
		117501	6.8 oz	24/case
	JOHNSON'S® CottonTouch® Newborn Wash & Shampoo	117710	0.85 oz	144/case
		117707	13.6 oz	24/case
	JOHNSON'S® HEAD-TO-TOE® Baby Cleansing Cloths	117186	15 ct	6/case
	JOHNSON'S® Baby Hand & Face Wipes	117739	25 ct	4/case

### Moisturizers

		item code	size	quantity
	JOHNSON'S® No More Tangles® Detangling Spray	117575	10 oz	24/case
	JOHNSON'S® Baby Lotion	117749	0.85 oz	144/case
		117468	1.7 oz	144/case
	JOHNSON'S® CottonTouch® Newborn Face & Body Lotion	117705	0.85 oz	144/case
		117704	13.6 oz	24/case
	JOHNSON'S® Baby Oil	004170	3 fl oz	48/case

### Creams & Powders

		item code	size	quantity
	DESITIN® Maximum Strength Original Paste (40% Zinc Oxide)	00066	1 oz	36/case
		00070	2 oz	36/case
		00071	4 oz	36/case
	DESITIN® Daily Defense Cream (13% Zinc Oxide)	00300	2 oz	36/case
		00301	4 oz	36/case
	DESITIN® Multi-Purpose Healing Ointment (71% White Petrolatum)	03491	3.5 oz	24/case
	JOHNSON'S® Aloe & Vitamin E Powder	005256	1.5 fl oz	96/case
		003044	4 fl oz	48/case



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For contract status or eligibility verification, contact the  
Johnson & Johnson Health Care Systems, Inc. (JJHCS) Customer Solutions Center

Csupport@hcsus.jnj.com | 1-800-814-9301, option 2

To reach your local sales representative or for any additional questions

1-866-948-6883

To learn more about JOHNSON'S<sup>®</sup> products and how we set our  
new standard for gentle, visit [johnsonsbaby.com](http://johnsonsbaby.com).