

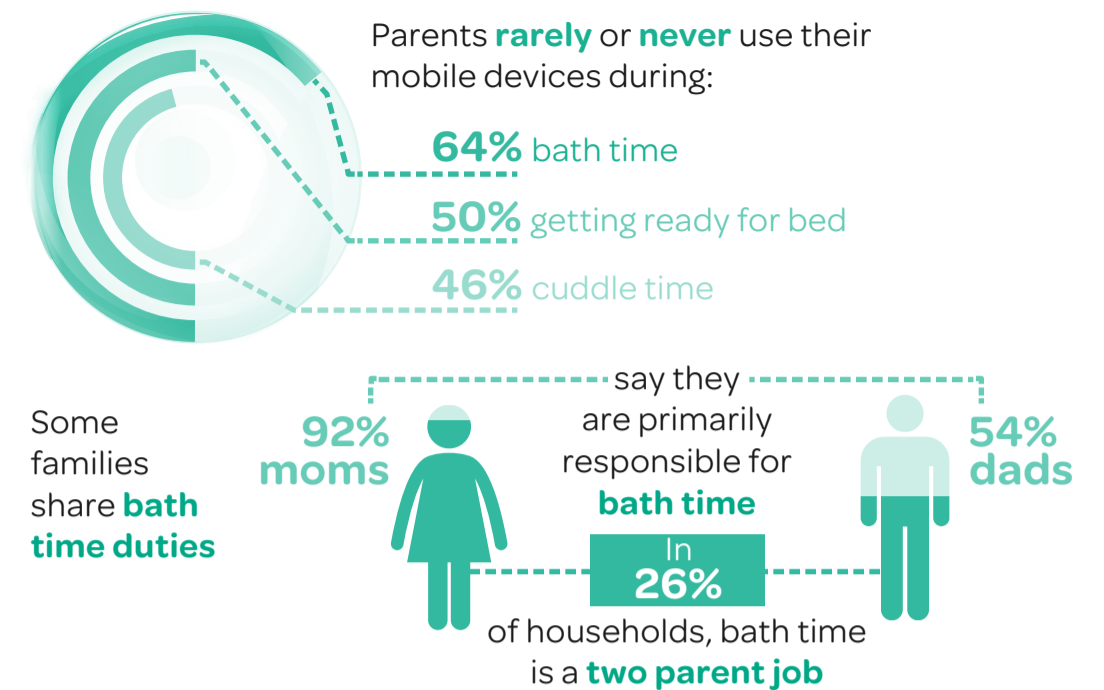
Bonding, Bubbles and the Brain: JOHNSON'S® GLOBAL BATH TIME REPORT

To discover what bath time means to moms and dads, JOHNSON'S® Brand commissioned Harris Poll to survey more than 3,500 parents of 0-3 year olds around the world. Here's a look at what they had to say:

First time newborn parents can't get enough of baby's after-bath smell

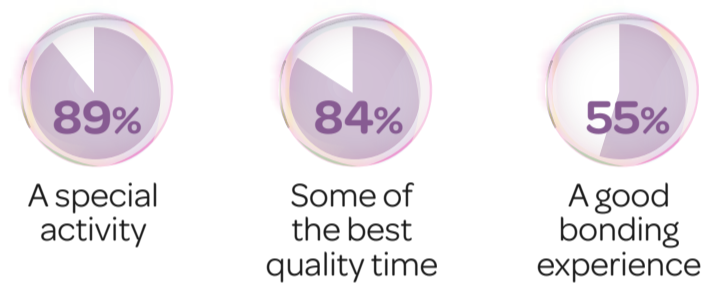


Bath Time is a Tech-Free Family Time

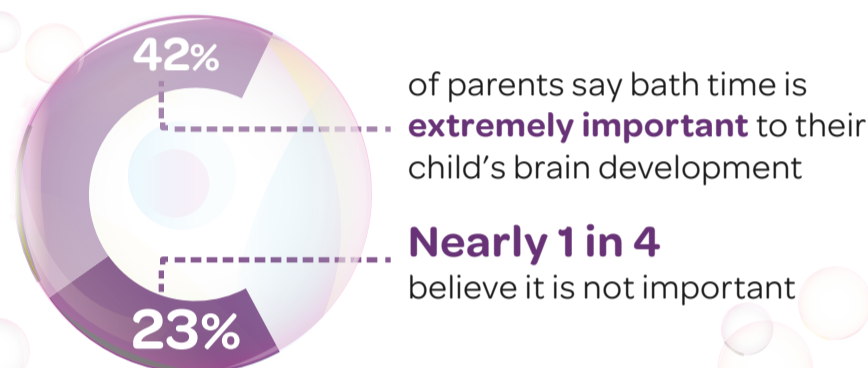
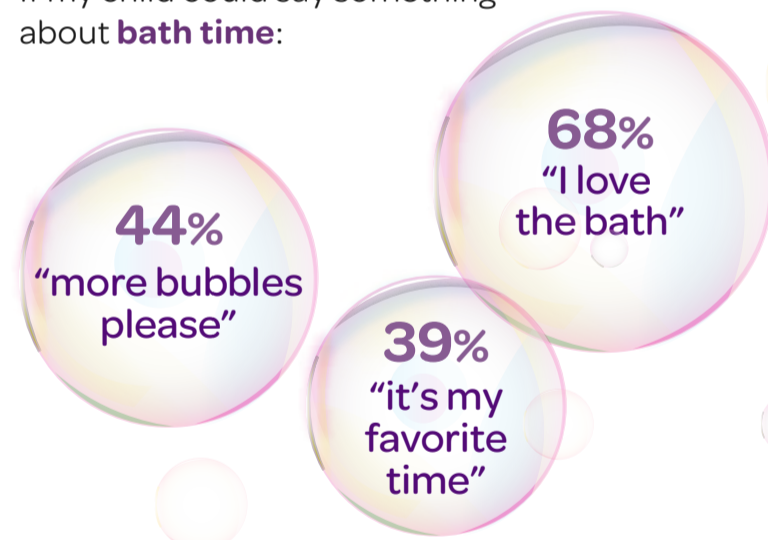


Parents Value Bath Time as Bonding Time... But May not Consider Bath Time as More Than That

9 out of 10 parents say that bath time is so much more than getting their child clean; it's:

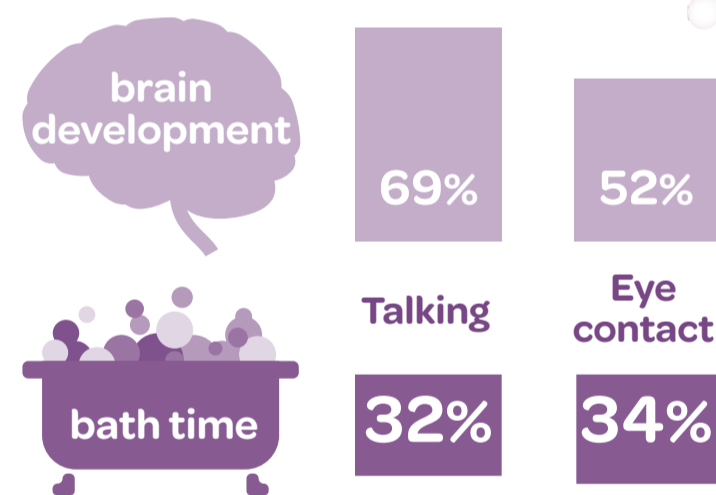


If my child could say something about **bath time**:



Parents say the following are extremely important to their **child's**

But fewer see them as extremely important **during**



Bath Time Around the World

The average bath time is **23 minutes, 6x a week** – that's **10 hours a month** of bath time!



The JOHNSON'S® Global Bath Time Report was sponsored by Johnson & Johnson Consumer Companies, Inc. and conducted online by Harris Poll in November 2014 among 3,574 parents of 0-3 year olds aged 21 and older in Brazil, Canada, China, India, Philippines, UK and US.



To learn more about JOHNSON'S® Brand, go to www.johnsonsbaby.com

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