



November 16, 2011

Ms. Lisa Archer
Director, Campaign for Safe Cosmetics
c/o Breast Cancer Fund
1388 Sutter Street #400
San Francisco, CA 94109

Dear Ms. Archer,

Our Chairman and CEO, Bill Weldon, asked me to respond to your letter on his behalf, as I am responsible for product stewardship at Johnson & Johnson Consumer Companies. You and I have had several discussions over the past two years, so I think you know that our commitment to ensuring the safety of personal care products, especially those for babies, is at the core of everything we do and who we are as a company. For over 100 years, mothers, fathers and caregivers have relied on us to care for babies and children, and we work every day to maintain that trust. While we would still disagree with the science and conclusions in your letter and report, we want you and those who count on our products every day to understand our commitment to safety, as well as some of the steps we are taking that go beyond considerations of safety alone to respond to changing consumer needs and values.

When we develop a personal care product, our experts including doctors, toxicologists and biologists, carefully review safety data and the most recent scientific literature on the ingredients, and we thoroughly evaluate all our finished formulations for safety. We understand that babies' skin, hair, and eyes are different from adults' and we develop our products with this in mind, consulting with pediatricians, nurses and other professionals to ensure that all our baby products are safe, mild and gentle. In addition to our own high standards, our products always meet -- and often exceed -- the standards of the agencies around the world responsible for the safety of personal care products in the markets where they are sold.

In your letter, you raised a question about repeated exposure to traces or ingredients. I want you to know that our standards assume repeated exposures, which is why we set very conservative limits when formulating our baby products. For example, the level of exposure to formaldehyde, released in tiny amounts by certain preservatives to keep the products safe from contamination by bacteria, is about the same in an entire bottle of baby shampoo as a person would be exposed to by eating an apple or pear, in which it occurs naturally. I also want to point out that our own extensive research and the vast majority of published scientific research indicates that these preservatives are safe and mild, and they have been extensively studied and continue to be supported by regulatory agencies around the world, including the U.S. and European Union. It is disappointing that your report did not provide this kind of perspective, since it probably caused parents undue alarm.

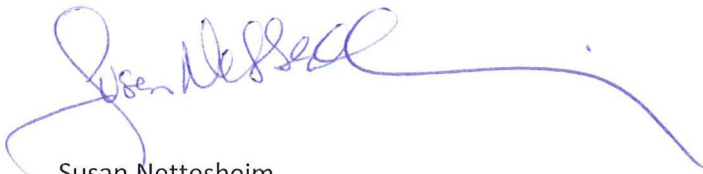
Parents can rest assured that every JOHNSON'S® product they use today is safe. But we understand that the bond of trust we have with the people who use our products often means going beyond safety alone. We listen to consumers, and respond to their needs and values, and their desire for products that are more sustainable and gentle on both people and the environment. We are continually making changes as we seek the next generation of pure, mild and gentle ingredients that parents can continue to use with complete confidence and peace of mind. Over the years, we have gone beyond considerations of safety alone in introducing a number of changes to JOHNSON'S® Baby products that I know you'll be interested in.

For example, last year we completed the removal of phthalates, including phthalates in fragrances, from our baby products. We also have begun providing new formulas with alternatives to formaldehyde-releasing preservatives and expect to finish this process in our hundreds of baby products around the world within about two years, and sooner for our baby shampoos. We also are well along in work with our global suppliers to require them to use state-of-the-art technologies that reliably reduce traces of 1,4-dioxane to <1 to 4ppm, and most now meet this standard. Even as we complete this changeover, we continue to search for new alternatives that do not produce 1,4-dioxane during the manufacturing process, and this is our long-term goal.

In your letter, you also raise the issue of disclosure of fragrance ingredients. We and other companies are engaged in discussions with many stakeholders to better understand different points of view, and we are happy to discuss the issue further with you. Working together with others, we believe we all will be able to find solutions that meet the needs of consumers, and we will continue to work to find those solutions.

We believe that it is important to keep the people who rely on our products informed, which is why we've shared the points in this letter on our JOHNSON'S® Baby website, along with more information about the steps we take to ensure that they can continue to use JOHNSON'S® products with complete confidence in their safety.

Best regards,



Susan Nettesheim
Vice President, Product Stewardship and Toxicology

Cc: Mr. William Weldon
Mr. Jay Kosminsky