



EVIDENCE-BASED PRODUCT SELECTION CRITERIA FOR DIAPER RASH CARE

Results of evaluations comparing JOHNSON'S® DESITIN® Maximum Strength Original Paste with several leading brands. Testing criteria included: meeting industry standards, safety and efficacy testing, hypoallergenic formulation, and ingredients profile. JOHNSON'S® Baby Brand is also leading and partnering with our raw material suppliers to ensure our Safety and Care commitment is honored through our supply chain.

	DESITIN® Maximum Strength Original Paste	Maximum Strength Boudreaux's® Butt Paste
Contains zinc oxide	✓ (40%)	✓ (40%)
Safety tested on neonates or infants	✓	N/A
Clinically evaluated efficacy and tolerance	✓	N/A
Drying alcohol-free	✓	✓
Paraben-free	✓	✓
Scent-free	X	X
Hypoallergenic	✓	X
Free of herbal ingredients associated with allergic contact dermatitis or eczema*	✓	X

*Such as aloe, arnica, bromelain, calendula, chamomile, goldenseal, tea tree oil, yarrow, peruvian balsam, and thymol iodide.
Third-party trademarks used herein are trademarks of their respective owners.
N/A=not available

REFERENCES: 1. DESITIN® Web site. <http://www.desitin.com>. Accessed May 11, 2016. 2. Boudreaux's® Butt Paste Web site. <http://www.buttpaste.com>. Accessed May 11, 2016. 3. Cetaphil® Web site. <http://www.cetaphil.com>. Accessed May 11, 2016. 4. CeraVe® Web site. <http://www.cerave.com>. Accessed May 11, 2016. 5. Data on File. Johnson & Johnson Consumer Inc. Skillman, NJ. 6. Association of Women's Health, Obstetric and Neonatal Nurses. Evidence based clinical practice guideline. Neonatal skin care. 3rd ed. (2000 L Street NW, Suite 740, Washington, DC 20036: Association of Women's Health, Obstetric and Neonatal Nurses; 2007).



EVIDENCE-BASED PRODUCT SELECTION CRITERIA FOR DIAPER RASH CARE

Results of evaluations comparing JOHNSON'S® DESITIN® Rapid Relief Cream with several leading brands. Testing criteria included: meeting industry standards, safety and efficacy testing, hypoallergenic formulation, and ingredients profile. JOHNSON'S® Baby Brand is also leading and partnering with our raw material suppliers to ensure our Safety and Care commitment is honored through our supply chain.

	DESITIN® Rapid Relief Cream	Original Boudreaux's® Butt Paste	Aquaphor® Baby— Diaper Rash Cream	Triple Paste®— Medicated Ointment	Dr. Smith's® Diaper Rash Ointment
Contains zinc oxide	✓ (13%)	✓ (16%)	✓ (15%)	✓ (12.8%)	✓ (10%)
Safety tested on neonates or infants	✓	N/A	✓	N/A	N/A
Clinically evaluated efficacy and tolerance	✓	N/A	✓	N/A	N/A
Drying alcohol-free	✓	✓	✓	✓	✓
Paraben-free	✓	✓	✓	✓	✓
Scent-free	✓	X	✓	✓	X
Hypoallergenic	✓	X	X	✓	X
Free of herbal ingredients associated with allergic contact dermatitis or eczema*	X	X	✓	✓	X

*Such as aloe, arnica, bromelain, calendula, chamomile, goldenseal, tea tree oil, yarrow, peruvian balsam, and thymol iodide.

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EVIDENCE-BASED PRODUCT SELECTION CRITERIA FOR DIAPER RASH CARE

Results of evaluations comparing JOHNSON'S® DESITIN® Rapid Relief Cream with several leading brands. Testing criteria included: meeting industry standards, safety and efficacy testing, hypoallergenic formulation, and ingredients profile. JOHNSON'S® Baby Brand is also leading and partnering with our raw material suppliers to ensure our Safety and Care commitment is honored through our supply chain.

	DESITIN® Rapid Relief Cream	Boudreaux's® Rash Preventor	Cetaphil® Baby Diaper Cream	CeraVe®—Baby Diaper Rash Cream
Contains zinc oxide	✓	✓	✓	✓
Safety tested on neonates or infants	✓	N/A	N/A	N/A
Clinically evaluated efficacy and tolerance	✓	N/A	N/A	N/A
Drying alcohol-free	✓	✓	✓	✓
Paraben-free	✓	✓	✓	✓
Scent-free	✓	✓	X	✓
Hypoallergenic	✓	✓	✓	✓
Free of herbal ingredients associated with allergic contact dermatitis or eczema*	X	X	X	✓

*Such as aloe, arnica, bromelain, calendula, chamomile, goldenseal, tea tree oil, yarrow, peruvian balsam, and thymol iodide.

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EVIDENCE-BASED PRODUCT SELECTION CRITERIA FOR DIAPER RASH CARE

Results of evaluations comparing JOHNSON'S® DESITIN® Multi-Purpose Skin Protectant and Diaper Rash Ointment with several leading brands. Testing criteria included: meeting industry standards, safety and efficacy testing, hypoallergenic formulation, and ingredients profile. JOHNSON'S® Baby Brand is also leading and partnering with our raw material suppliers to ensure our Safety and Care commitment is honored through our supply chain.

	DESITIN® Multi-Purpose Skin Protectant and Diaper Rash Ointment	A+D® Ointment	Aquaphor® Baby Healing Ointment
Contains zinc oxide	✓ (70.3%)	✓ (53.4%)	✓ (41%)
Safety tested on neonates or infants	✓	N/A	✓
Clinically evaluated efficacy and tolerance	✓	N/A	✓
Drying alcohol-free	✓	✓	✓
Paraben-free	✓	✓	✓
Scent-free	✓	X	✓
Hypoallergenic	✓	X	X
Free of herbal ingredients associated with allergic contact dermatitis or eczema*	✓	✓	✓

*Such as aloe, arnica, bromelain, calendula, chamomile, goldenseal, tea tree oil, yarrow, peruvian balsam, and thymol iodide.

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REFERENCES: 1. DESITIN® Web site. <http://www.desitin.com>. Accessed May 11, 2016. 2. A+D® Web site. <http://www.myadbaby.com>. Accessed May 11, 2016. 3. Aquaphor® Web site. www.aquaphorus.com. Accessed May 11, 2016. 4. Association of Women's Health, Obstetric and Neonatal Nurses. Evidence based clinical practice guideline. Neonatal skin care. 3rd ed. (2000 L Street NW, Suite 740, Washington, DC 20036: Association of Women's Health, Obstetric and Neonatal Nurses; 2007). 5. Data on File. Johnson & Johnson Consumer Inc. Skillman, NJ.