Johnson & Johnson
CONSUMER COMPANIES, INC.

FOR IMMEDIATE RELEASE

ACTIVE NATURALS® INSTITUTE™ ANNOUNCES FIRST RESEARCH AWARD RECIPIENT AND UPCOMING LAUNCH IN EUROPE

Sponsored by Johnson & Johnson Consumer Companies, Inc.

Skillman, NJ (March 31, 2010)—Johnson & Johnson Consumer Companies, Inc. announced the recipient of the first ACTIVE NATURALS® RESEARCH AWARD - a $50,000 grant promoting research within the field of natural ingredients in Dermatology. The announcement was made at the 68th Annual American Academy of Dermatology Meeting in Miami, Florida, March 5-9th.

Dr. R. Rivkah Isseroff, Professor of Dermatology, University of California, Davis, was chosen to receive the first ACTIVE NATURALS® Research Award for her compelling research application. All applications were reviewed by the Scientific Committee and evaluated using the 9-point scale National Institutes of Health (NIH) grant application scoring system. Dr. Isseroff will study the efficacy of natural products on epidermal cell migration and compare the role of natural products on in vivo human epidermal barrier recovery. "We are certain that Dr. Isseroff's work will be highly valued by the Dermatology community and will help to further advance the scientific knowledge for natural ingredients," says Warren Wallo, Director of Scientific Affairs, Johnson & Johnson Consumer and Personal Products Worldwide.

In 2011, the ACTIVE NATURALS® INSTITUTE™ is offering two $30,000 grants, expanding the scope of this important area of research in Dermatology. Applications for the 2011 ACTIVE NATURALS® Research Award are available online at www.activenaturalsinstitute.com.

The ACTIVE NATURALS® INSTITUTE™ is an education-based website sponsored by Johnson & Johnson Consumer Companies, Inc., makers of AVEENO® Skin, Hair, Baby and Sun Care Products. Educational content for the website is reviewed by the Scientific Committee, an expert panel of Scientists and Dermatologists.

Also this spring, the ACTIVE NATURALS® INSTITUTE™ will expand its reach to include Australia, coinciding with the recent launch of AVEENO® products in this market. The ACTIVE NATURALS® INSTITUTE™ will now be available in 11 countries including France, Greece, Italy, the United Kingdom and the United States.

For more than 10 years, the AVEENO® Brand has focused on a singular vision–advancing the science of naturals in skincare:

- Pioneering fundamental research to better understand the mechanisms and biochemistry of natural ingredients and their applications in skincare
- Partnering with leading experts in Dermatology and Phytochemistry to uncover and explore new technologies and new naturally active ingredients, many of which are clinically proven to deliver skin benefits
- Following the highest standards of ingredient selection and manufacturing with unique processes that retain the strength, efficacy and purity of the ingredients in formulations

As a result, AVEENO® is the brand most trusted by Dermatologists for safe and effective use of natural ingredients in the USA.[1] For more information about the ACTIVE NATURALS® INSTITUTE™ and the ACTIVE NATURALS® Research Award, visit www.activenaturalsinstitute.com.

1. 2008 Survey of 402 Dermatologists, conducted by GFK Market Measures