FILE NAME: Johnson & Johnson (JAJ)

DATE: 1972 June 23

DOC#: JAJ057

DOCUMENT DESCRIPTION: NYT Article with Cover Letter

Johnson & Johnson

OFFICE OF THE PRESIDENT

DOMESTIC OPERATING COMPANY
NEW BRUNSWICK, N. J.

June 23, 1972

Dear Fellow Employee:

We are writing to you about an article which appeared in the June 16 edition of the New York Times alleging asbestos in Baby Powder. The article published false information about JOHNSON'S Baby Powder but was clarified the following day in the Times. We are attaching copies of both articles for your review.

It is vitally important that you know and understand the true facts of the matter for your own assurance and to answer factually any questions that may come up on the subject in conversations with other JOHNSON & JOHNSON employees or customers.

It is vitally important for us all to understand that JOHNSON'S Baby Powder does not contain asbestos.

These are the key facts:

1. Three independent scientific organizations analyzed JOHNSON'S Baby Powder and found absolutely no asbestos. This data was presented to the Food and Drug Administration by these acknowledged experts in talc technology. The data was accepted by the FDA as authoritative and conclusive.

2. The FDA recently conducted its own talc analysis of numerous talcum powder brands which showed "no detectable traces of asbestos" in JOHNSON'S Baby Powder.

3. Dr. Langer of Mt. Sanai Hospital, who did the tests referred to by the New York City Environmental Protection Administration, admitted that his analysis was incorrect and said further that the light microscopic technique used is unreliable and "the fibers that they have seen under those conditions were proven to be talc not asbestos."

Also, there has been no change in the talc used for JOHNSON'S Baby Powder or its formulation for over eight years. This fact has been made known to Mr. Jerome Kretchmer, the Environmental Protection Administrator, who suggested in the second New York Times' article that our formulation may have changed since last year.

This controversy has served to reinforce the fact that JOHNSON'S is an absolutely safe and pure Baby Powder. Our reputation as a company rests on the quality of our Baby Products and particularly JOHNSON'S Baby Powder since it is the oldest and most widely used skin care product in our line. Your knowledge and proper use of the facts in this matter will help us to maintain it.

Sincerely,

David R. Clare

EXHIBIT
tabber 49

Protected Document--Subject to Protective Order

Protected Document–Subject to Protective Order

F. A. Tuckey
I am going you about
what is again
J&J Industries

Asbestos in J&J Baby Powder?

Doctor Admits He May Have Been Mistaken

NEW BRUNSWICK — Johnson & Johnson officials yesterday decried a story which appeared in The New York Times, alleging that Johnson & Johnson's baby powder might contain asbestos fibers.

The doctor who performed the tests on which the charges were based said the story had been taken entirely out of proportion.

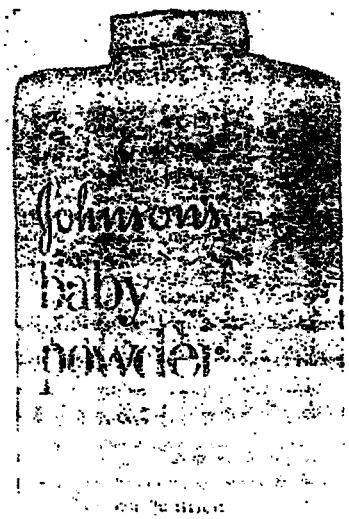
Dr. Arthur Langer of the Mt. Sinai Hospital Environmental Laboratory in New York City told The News-News that he had conducted the tests about 10 months ago at the request of the city Environmental Protection Administration.

Langer termed the container of Londrex baby powder and one of Johnson & Johnson's, "Positively I see [not] a vendetta against either looking at only two samples," he said.

"The data were very preliminary in nature, and what is more, I may have mistaken long talcum fibers for asbestos fibers. They have similar properties," the doctor said.

He continued, "I accept the fact out of me—there are a lot more important things than looking for asbestos in talcum powder. For example, they should be worrying about asbestos in spray paint and paper masks."

The Mt Sinai lab has been actively involved in warning the public of the dangers of inhaling asbestos fibers. The primary danger is a long-term risk of contracting a rare kind of lung cancer.



Dr. Irving Selikoff, who heads the laboratory, has been a central figure in the controversy over asbestos fibers floating in the air at the Johns-Manville plant in Manville. Selikoff has diagnosed lung cancer to a number of former workers at that plant.

"But I agree with the amount of asbestos he saw in the [illegible] could be very serious," but the amount of exposure is such a small quantity could be harmless.

Johnson & Johnson claimed that it has any asbestos at all in [illegible] a company spokesman, Lawrence Foster, said it was reported from three independent laboratories proving this.

The three labs are McCrone Associates in Chicago, Fred Test in Great Britain and The University of Colorado School of Mines.

"Whether there was a slight issue of correctness that Dr. Langer might have [illegible] asbestos to a reporter," Foster said.

"The important point is that he said the Times story was erroneous and out of perspective."

Langer agreed that "there is [illegible] controversy over what the limits are. I leave an [illegible] philosophy to the [illegible]," he added.

"It is unsound to assume that the type of rock that [illegible] is the [illegible] asbestos," he added. "Some talcums contain lots of asbestos, some very little. The Johnson & Johnson sample happens to be very pure talc."

JNJMDL68_000004622