

Johnson & Johnson
BABY PRODUCTS COMPANY

RARITAN, N.J. 08869

June 7, 1977

SUBJECT: JOHNSON'S Baby Powder - Improved
Project No. 2640.02
Product Test Summary - JBP vs. JBP w/Carbowax

TO: Dr. S. H. Seltzer

This report summarizes the results of a branded in-home paired comparison product test (MRD #77-055), conducted by Hase-Schannen Research Associates to evaluate the performance of JOHNSON'S Baby Powder containing Carbowax compared with the current JOHNSON'S Baby Powder (JBP). The test was conducted on samples aged for 4-1/2 months and was fielded between March 7 and April 13, 1977.

METHODOLOGY:

Two hundred and twenty (220) women having a child in diapers and currently using JBP at least once a day on their babies were recruited and 205 completed the study. Each powder was evaluated for two weeks with a telephone reminder at the end of the first two weeks and a final in-home interview conducted after the completion of the 4 week test period.

CONCLUSION:

The respondents significantly preferred the current JOHNSON'S Baby Powder overall to the powder containing Carbowax. Most significant reasons for this preference were fragrance, better texture and being able to pour better.

In addition, several panelists felt that the fragrance of the Carbowax powder was stronger and more perfumy.


John Bogue

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File No. 2640.02