

When should you powder your newborn with Johnson's Baby Powder?

As soon as you start touching her.

Powdering often with JOHNSON'S Baby Powder does more than make her feel dry



Morning. After bath, JOHNSON'S gives baby that drying softness that tells her you love her.



Noon. Just before a stroll, JOHNSON'S freshens baby and prepares her for a pleasant, happy outing.



Night. Before you tuck her in, use a little JOHNSON'S to make her feel comfortable and cozy.

and protected, it also tells her you love her.

The soft and silky powder makes her feel comfortable. Your loving touch makes her feel secure, loved and happy.

And after powdering, the gentle scent of JOHNSON'S Baby Powder lingers on as a reminder of your loving touch—and of your loving care.



Johnson & Johnson

© Johnson & Johnson 1976

Ad No. PB-44175
Expecting Magazine — Spring, 1977
(4/color bleed page)

This advertisement prepared by
Young & Rubicam, N.Y.

Copy—Warshaw

Art/Cann/Bley