

FILE NAME: Johnson & Johnson (JAJ)

DATE: 1967 Jan 30

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DOCUMENT DESCRIPTION: Memo RE BABY-MATE Baby Powder Sample Analysis

200387

Control File

January 30, 1967

BABY-MATE Baby Powder

Dr. J. R. Marvel
to
Mr. J. T. Dettre

The subject sample was received for our appraisal with your note of January 16, 1967.

Laboratory Findings:

Purity: The talc base used in this product is better than 97% pure talc. The remainder is associated carbonate and less than 1/2% of the fibrous tremolite. This about compares with Italian #1 talc, and is slightly less pure, chemically, than KITAL EXTRA talc.

Lubricity: The slip of this product is excellent and compares subjectively with JOHNSON'S Baby Powder. Microscopically the structure is dominantly platy, as are KITAL EXTRA and Italian #1 talcs.

pH: The initial pH of an aqueous slurry is 8.65, indicating no attempt by the manufacturer to buffer or neutralize the product.

Talc Source: The talc is not from a naturally occurring domestic talc. It could be a beneficiated (floated) domestic talc, as is available from North Carolina or Alabama. The structure of the particles, however and the presence of the associated carbonates and tremolite lead me to believe this is an Italian talc.

Bulk Density: 24 lbs./ft.³, JOHNSON'S Baby Powder runs about 23 to 24 lbs./ft.³.

Color: White, matches JOHNSON'S Baby Powder.

I am returning the sample herewith.

E. B. Russell

paj

cc: Dr. E. L. Sundberg
Dr. T. H. Shelley
Mr. W. B. Ashton

EXHIBIT

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