

Johnson & Johnson

BABY PRODUCTS COMPANY

NEW BRUNSWICK, N. J.

May 10, 1977

SUBJECT: Johnson's Baby Powder with Windsor 66 Talc vs. Johnson's Baby Powder with Electronic Shear Disc PCBT (MRD #77-056)

TO: Mr. C. E. LaRosa

Topline results for the subject study have just been received and are listed below. This study was conducted by Hase-Schannen Research Associates among mothers of infants in diapers who use Johnson's Baby Powder on their babies.

Base (190)

Prefer Current JBP Windsor 66 Talc	31%
Prefer JBP Electronic Shear Disc	29%
No Preference	40%
	100%

It should be kept in mind that these figures are based on hand tabulations and are subject to slight change with the final report. The final report for MRD #77-056 is expected within two weeks.

If you have any questions, please let me know.

M. S. Fink
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MSF:njb

cc: Mr. N. Berlin
Mr. S. P. Falk
Mr. B. L. Goldblatt
Mr. R. Gordon
Mr. T. F. Gorman
Ms. L. Hielle-Tucker
Dr. J. R. Marshall ✓
Mr. K. H. Rosenstock
Ms. J. Stanton

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JAMES R. MARSHALL