Johnson & Johnson
BABY PRODUCTS COMPANY

RARITAN, N.J. 08869

May 31, 1977

SUBJECT: JOHNSON'S Baby Powder - Brand Support
Project No. 2636.01
Focus Group Sessions on the Use of Powder by Women
Who Were 50+ Years of Age

TO: Dr. S. H. Seltzer

On 5/26, I attended two focus group sessions conducted by Ruth Mancko Associates in Elkins Park, PA. Women who were 50+ years old participated, with users of JBP in one session and non-users in the other. The purpose of the study (two other sessions were conducted in St. Louis on 5/25) was to provide an understanding of the attitudes of women in this age category towards the use of powder.

1. In general, these women reacted very much like the younger women studied previously. Most used body powders for their functional benefits (anti-chafing, drying of the skin after a bath or athletic activity). Non-users of JBP often viewed body powders as another fragrance-providing cosmetic. They felt that the fragrance and name of JBP was associated with babies and was therefore not appropriate. In contrast, users were very attracted to JBP because its nostalgic, pampering and feminine/loving/mothering connotations.

2. All of the 60+ panelists and many of those 50 or older had dry skin problems and used a variety of products for this (Ponds, Vaseline, etc.). JBO was widely used as well.

3. There were some comments that Shower to Shower was a more "perfumy" product with connotations of athletics and masculinity (possibly because of the name). Its package was also a more modern desing, connoting younger users, as contrasted to the secure and conservative JBP package.

The sessions were excellently conducted by Andrea Besch, an associate of Ruth Mancko and were effective in providing the information required.

Walter Newman

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File No. 2636.01

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