

Johnson & Johnson
BABY PRODUCTS COMPANY

RARITAN, N.J. 08869

February 18, 1977

SUBJECT: JOHNSON'S Baby Powder - Support
Minutes of R&D Brand Review
Project #2636.01

To: Distribution

This summarizes the R&D/Brand project review meeting on JOHNSON'S Baby Powder held on February 11 and updates the project activities.

I. JBP Improvement

A. Fragrance Stability

1. Fragrance Reservoir (Poroplastic strip)

Obj.: To increase the stability of the current JBP fragrance through the addition of a perfume impregnated cellulose triacetate strip to the product.

Current

Status: a. Produced 240 control with unscented strip and 240 test product with reinforced fragrance strip in pilot lab and began aging

R&D

Completed
8/4/76

b. Produced 450 control with unscented strip and 490 test product with reinforced fragrance strip in pilot lab and began aging

R&D

Completed
11/16/76

Next

Steps: a. Product test 120 control with unscented strip and 120 test product with unreinforced fragrance strip, 6 month aged samples.

MRD

TBD 2/77

b. Product test 120 control with unscented strip and 120 test product with reinforced fragrance strip, 3 month aged samples.

MRD

TBD 2/77

- c. Product test 150 control with unscented strip and 150 test product with reinforced fragrance strip, 6 months aged. MRD TBD 5/77
- d. Product test 150 control with unscented strip and 150 test product with reinforced fragrance strip, 12 months aged. MRD TBD 11/77
- e. Action standard to be used: significant win for test products.
- f. Decision whether to test market will depend on 6 month aged consumer study.

2. Microencapsulated Perfume

Obj.: To increase the stability of the current JBP fragrance through encapsulating a perfume similar to Synfleur P (regular JBP perfume) and mixing encapsulated perfume with regular JBP talc containing liquid Synfleur perfume.

Current

- Status:
- a. Established optimum mix of Monsanto Moncap #9998 fragrance and Synfleur P needed to produce an aroma which most closely matches that of JBP #499 R&D Completed 9/9/76
 - b. Organoleptic results show 3 month aged test samples to be stronger in fragrance intensity than control and also more fragrant when rubbed on damp skin. R&D Completed 1/17/77
 - c. Synfleur microbead loaded with 43% Synfleur P found to be too weak in aroma R&D Completed 1/26/77

Next

Steps:	a.	Run clinical studies on Monsanto Moncap	R&D	TBD
	b.	Run 449 consumer study on test product containing Moncap in regular JBP	R&D	TBD
	c.	Evaluate new Synfleur microbead loaded with 60% Synfleur P.	R&D	TBD

B. Reduced Dusting

1. Carbowax (agglomeration of "fines" technique)

Obj.: To reduce extent of dusting (i.e., reduce fines in talc) of JBP and possibly increase fragrance stability through the addition of Carbowax to regular JBP.

Current

Status:	a.	Produced 700 plus each of regular JBP and JBP with Carbowax in pilot lab and began aging.	R&D	Completed 10/26/76
	b.	Top-line results of 120 member panel MRD test shows a 42-32% win for JBP with Carbowax. Results contain an unknown bias due to sample mislabeling.	R&D	Completed 1/77
	c.	Results of 449 monadic study shows that a majority of the panelists reacted favorably to the test product.	R&D	Completed 1/77
	d.	Results of a 449 paired comparison study shows no major difference between the two powders.	R&D	Completed 2/77

Next

- Steps:
- | | | | |
|----|--|-----|----------|
| a. | Product test 220 control (pilot lab) and 220 test product (pilot lab), 3 month aged samples. | MRD | TBD 2/77 |
| b. | Product test 220 control (plant) and 220 test product (pilot lab), 9 month aged samples. | MRD | TBD 8/77 |
| c. | Product test 220 control (plant) and 220 test product (pilot lab), 15 month aged samples. | MRD | TBD 2/78 |
| d. | Action standard to be used: parity with control. | | |
| e. | Decision to test market will depend on 3 month aged consumer study. | | |

2. Electronic Shear Disc Process

Obj.: To reduce cost of current mechanical shear disc process as well as (long term) reduce dusting by cutting down on the number of fines in JBP.

Current

- Status:
- | | | | |
|----|---|-----|--------------------|
| a. | Initial organoleptic evaluation indicates no significant difference between JBP with ESD or Windsor 66 Talc with regard to odor, lubricity, spreadability and adhesion. | R&D | Completed |
| b. | Produced regular JBP and JBP with ESD talc in pilot lab and began aging. | R&D | Completed 10/27/76 |

Next

- Steps:
- | | | | |
|----|---|-----|----------|
| a. | Product test regular JBP and JBP with ESD talc, 200 membered panel. | MRD | TBD 2/77 |
| b. | Action standard to be used: parity with control. | | |

II. Brand Support

A. Competitive Activities

Obj.: To review how competitive products are perceived when compared to JBP in terms of product characteristics and benefits.

Current

Status: 1. Samples of repackaged Shower-to-Shower and JBP, both from wholesaler stock, packaged in undecorated Medicated Powder containers, shipped to distributor on 2/15/77.

R&D/MRD

2. No interest in fielding a Gibson's versus JBP product test.

B. Technical Support

1. Special Dusting Study - Shower Study

Obj.: To establish a valid and reliable technique to measure the concentration of respirable particles produced while powdering after a shower in order to calculate a talc safety factor for adults.

Current

Status: Studies performed at the Gateway Motel show that adults expose themselves to higher concentrations of respirable particles in the air while powdering themselves after a shower compared to the concentration of respirable particles exposed to by mothers in the process of diapering their baby. These results will be compared to animal exposures in order to calculate a talc safety factor for adults.

R&D

TBD

C. Consumer Perception of JBP/Varying Age and Perfume Level

Obj.: To determine: a) at what age of JBP do consumers perceive the product to be the one they regularly purchase (to assist in future product testing by establishing a JBP aged standard); and b) will increased levels of perfume affect consumer preference for JBP over various ages/allow consumers to more readily perceive older products as acceptable (i.e., similar to the product they regularly purchase).

Current

Status: MRD/Brand is minimally interested in pursuing this objective. In a holding position pending discussions between MRD and Brand regarding next step.

MRD/Brand TBD

D. Development of Stable JBP - Similar Fragrance (slightly altered scent)

Obj.: To develop a slightly altered, preferred and stable version of JBP fragrance.

Current

Status: To date, a total of nine fragrances from six fragrance houses have been received.

Next

Steps: A screening test will be devised to narrow the choice of these fragrances and the others to follow to a workable level.

R&D

TBD

E. Sterilization Studies

Obj.: To explore various ways of decontaminating JBP.

Current

Status: Steam is ruled out as a sterilization technique due to its detrimental effect on product's aesthetics. EO continues as the treatment of choice.

III. New Products/Line Extensions

A. JBP with Corn Starch

Current

Status: Fort Wayne test market proceeding well. No plans to continue the market past 11/77.

B. Dustless Dusting Powder - Increased Carbowax

Current

Status: No interest. Will not pursue.

C. Talc Cake/Stick

Current

Status: Fairly rigid stick using unfragranced Windsor 66 talc submitted by Vanderbilt.

Next

Step: Brand will schedule a focus group session to develop concept for a talc cake/stick.

Brand

TBD

D. Aerosol Quick-Breaking Foam

Current

Status: No interest. Will not pursue.


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cc: File #2636.01