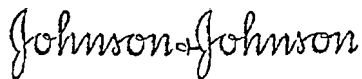


FILE NAME: Johnson & Johnson (JAJ)

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DOCUMENT DESCRIPTION: Letter to Mr. J. Shereshewsky from J&J RE Questions about J&J's Corn Starch Powder



BABY PRODUCTS COMPANY

NEW BRUNSWICK, N. J. 03903

August 13, 1975

Mr. J. Shereshewsky
Young & Rubican
285 Madison Avenue
New York, New York 10017

Dear Mr. Shereshewsky:

The following is in response to your request for substantiation of the following claims for JOHNSON'S* Corn Starch Powder to the networks.

1. "JOHNSON'S* Corn Starch Powder is more absorbent than JOHNSON'S* Baby Powder (with talc)".

Various laboratory studies have been conducted to determine the amount of water and synthetic sweat absorbed by both corn starch-based and talc-based powder. These studies have conclusively demonstrated that corn starch is more absorbent. JOHNSON'S* Corn Starch Powder has been found to absorb 60 - 70% more than JBP* (talc).

2. "JOHNSON'S* Corn Starch Powder is as safe for use on babies as our current talc product".

The following animal studies were done on JOHNSON'S* Corn Starch Powder & JOHNSON'S* Baby Powder (talc-based) and showed that both products were equally non-irritating and non-toxic:

- a. Rabbit eye irritation.
- b. acute oral toxicity on mice,
- c. primary skin irritation on rabbits, and
- d. acute inhalation toxicity.

The following human studies were done on both products. Neither showed sensitization or irritation potential.

1. 25 man primary skin irritation,
2. 25 man cumulative skin irritation study (done on individuals with sensitive skin),
3. 25 man maximization study, and
4. 200 man "Draize" study.

- 3a. "More absorbent, especially in the creases where dampness hides".

Towel drying a baby can often leave excess water in skin folds and creases. The increased skin friction and tenderness can then lead to increased discomfort and irritation for the child. Use of highly absorbent corn starch powder, as discussed above, can remove this excess moisture.

- 3b. "Soothes prickly irritation".

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Corn starch has been commonly recommended by health care professionals for soothing skin disorders such as prickly heat. For example, the "Handbook of Non-Prescription Drugs", published by the American Pharmaceutical Association (1973 ed., P. 185) recommends use of corn starch for diaper rash and prickly heat.

JOHNSON'S* Corn Starch Powder also reduces the friction between opposing folds and creases of the babies skin and between the skin and the diaper, as has been demonstrated in laboratory experiments in which the product repeatedly and significantly reduced friction. This would be expected to reduce the pain and discomfort of the child. Also, excess skin moisture has been demonstrated to be involved in the etiology of prickly heat and the high absorbency of JOHNSON'S* Corn Starch Powder would be beneficial.

4. "Makes you feel cooler, fresher, more comfortable".

The many cosmetic and organoleptic benefits of corn starch powder have become obvious because of the many years of usage and purchase of this product by consumers. In a blind product test in which 800 consumers were presented with this product, many (up to 50%) found it to be "soothing, cooling and refreshing".

I hope this information will be satisfactory.

Sincerely,

Walter Newman
Walter Newman

WN/dl

cc: Mr. A.M. Marks Dr. J.R. Marshall
 Dr. S.H. Seltzer Mr. H. Callum

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