

Science. Not sensationalism.



Johnson & Johnson has been in the news lately about the talc in our Baby Powder. We know how important this is to you, so we'd like to tell you the facts.

Our talc is safe.

Talc is a common mineral that's part of all of our lives. It's in our foods. Our cosmetics. Our gyms. And yes, it's in Johnson's Baby Powder.

Talc is the softest mineral on earth. Completely inert and natural. Mankind has used it for thousands of years. Today, millions of people reach for it every day to soothe and protect.

Johnson's only uses pure, pharmaceutical-grade talc. We test every lot to ensure it. We're a company deeply committed to the good health and long life of every person on earth. We're parents and grandparents, just like you. If we had any reasons to believe our talc was unsafe, it would be off our shelves.

Instead, we have scientific evidence that our talc is safe and beneficial to use. But don't just take our word for it. Go to factsabouttalc.com. There you'll find independent studies from leading universities, research from medical journals and third party opinions. So you can learn the facts and make up your own mind.

Johnson & Johnson