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Johnson & Johnson's Baby Soap advertisement.

[s.l.]: [s.n.], 1962

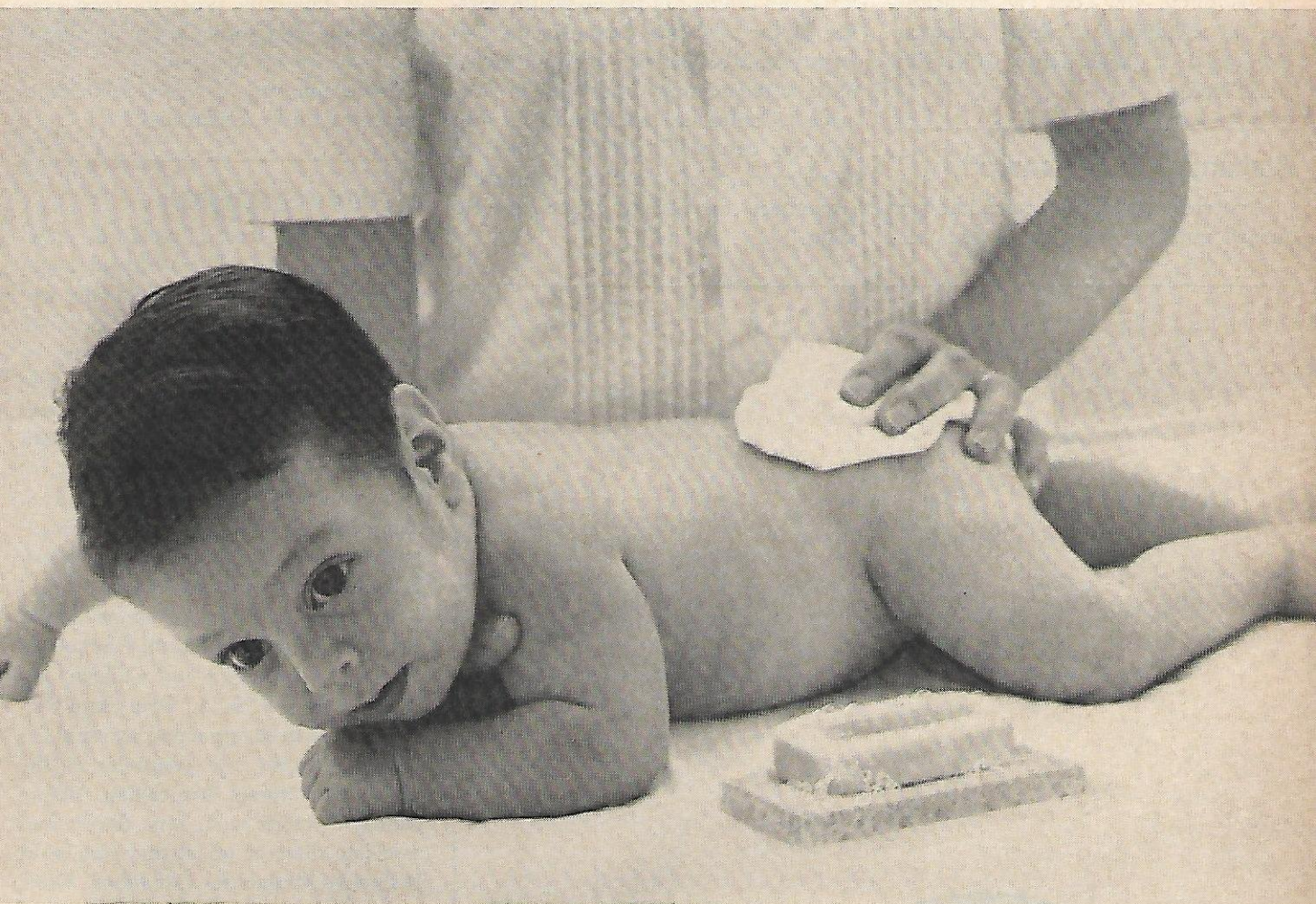
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Now, a baby soap designed for 3 out of 4 pediatricians and most mothers



New JOHNSON'S Baby Soap with Hexachlorophene 2% castile mildness, antibacterial effectiveness, bar-soap convenience

In a recent national survey,* we learned that three out of four pediatricians favor a baby soap which provides hexachlorophene protection against common skin bacteria. These specialists also told us that most mothers prefer the convenience of bar soap. That's why JOHNSON & JOHNSON has introduced a new baby soap with 2% hexachlorophene—a solid soap, designed to satisfy the requirements of most mothers and pediatricians. We can't please everybody, but this hard-milled castile bar should come close.

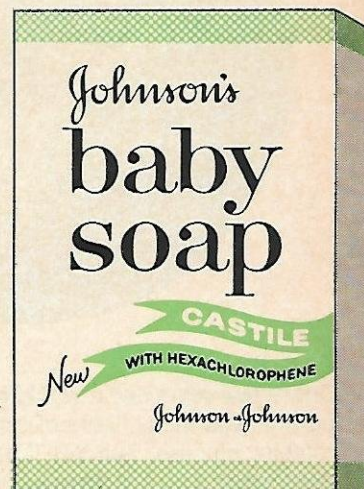
JOHNSON'S Baby Soap with Hexachlorophene combines the prolonged benefits of this remarkably effective antibacterial agent with the mildness (and convenience) of a pure castile bar. And because so many mothers know and prefer JOHNSON'S Baby Soap, you will save valuable time in gaining their faithful adherence to your recommendation for JOHNSON'S Baby Soap with Hexachlorophene.

Like JOHNSON'S Baby Soap, new JOHNSON'S Baby Soap with Hexachlorophene is pure, hard-milled castile and provides rich, creamy lather, leaves baby's delicate skin soft and fresh.

*Data available on request.

Johnson & Johnson

New Brunswick, N. J.



Ask us for samples
of this convenient new
antibacterial baby soap.