

## **Johnson & Johnson Consumer Health to Transition Global Baby Powder Portfolio to Cornstarch**

**August 11, 2022** – “As part of a worldwide portfolio assessment, we have made the commercial decision to transition to an all cornstarch-based baby powder portfolio. As a result of this transition, talc-based JOHNSON’S® Baby Powder will be discontinued globally in 2023.

We continuously evaluate and optimize our portfolio to best position the business for long-term growth. This transition will help simplify our product offerings, deliver sustainable innovation, and meet the needs of our consumers, customers and evolving global trends.

Cornstarch-based JOHNSON’S® Baby Powder is already sold in countries around the world. JOHNSON’S® is a flagship global brand of Johnson & Johnson Consumer Health and we remain fully committed to ensuring JOHNSON’S® products are loved by parents and families for years to come.

Our position on the safety of our cosmetic talc remains unchanged. We stand firmly behind the decades of independent scientific analysis by medical experts around the world that confirms talc-based JOHNSON’S® Baby Powder is safe, does not contain asbestos, and does not cause cancer.”

### **MEDIA CONTACT**

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