

Helping Adult Skin Return To Baby Softness

(NAPSA)—Even though every woman's skin has its own special needs, there is a gold standard that inspires millions of women to seek out and experiment with the latest skin care treatments: a desire to return to baby softness.

When a woman's skin feels baby soft, she feels relaxed and rejuvenated; taking time to nurture her skin helps her feel ready for the day. Every woman should develop a nurturing routine with a combination of good nutrition, a restful night's sleep, regular exercise and moisturizing skin care; it is through this nurturing routine that women can maintain a healthy body and soul.

Nurture With Moisture

It all starts with the skin. JOHNSON'S® skin care experts used cutting-edge technology to conduct a skin-maturation study, which revealed that the overall level of adult skin hydration is less than that of a baby's. As we age, the skin also loses its baby-like ability to absorb the moisture that it critically needs.

The JOHNSON'S® SOFTLOTION™ line of skin care products has been clinically shown to have unique benefits that return adult skin back to its baby softness. The products help women achieve this goal in three ways: adding moisture, holding in restored moisture and nourishing the skin. The newest addition to the skin care line, JOHNSON'S® Nourishing Renewal Lotion, replenishes the skin with long-lasting moisture and contains vitamins that are known to be essential to healthy skin.

Since the key step to restore skin is adding back lost moisture, the brand also developed the JOHNSON'S® SOFTWASH™ line of body washes. They are formu-



Every woman desires healthy-looking skin. Even in the bath, women should be mindful of the best products to lock moisture into skin.

lated to go beyond the gentleness that women desire to deliver measurable moisture—clinically shown to last for 24 hours. The Nourishing Care 24 Hour Moisture Wash Body Wash has a rich, creamy lather that contains advanced technology to nourish skin by locking moisture within the skin's surface, for lasting baby softness without the residue.

“There is a remarkable difference between baby and adult skin,” explains dermatologist Dr. Fran Cook-Bolden. “JOHNSON'S® has developed lotions and washes clinically shown to improve adult skin. And JOHNSON'S® offers scientific proof behind returning skin to nurtured baby softness.”

The JOHNSON'S® line also includes:

- 24 Hour Moisturizing Lotion and Wash;
- Extra Care 24 Hour Moisture Wash, Extra Care Healing Lotion and Extra Care Healing Hand Cream;
- Calming Lotion and Calming 24 Hour Moisture Wash; and
- Creamy Moisturizing Oil.

To learn more about skin care and the new product lines, visit www.johnsonsforyou.com.