



## Neutrogena® Naturals Moisturizers

What's better than nourishing your skin with vitamins, antioxidants and omegas? Doing it naturally.

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**NEW PRODUCT** & **WASTE & RESOURCES**

## WHY

Johnson & Johnson is meeting a market need for natural skincare products with its Neutrogena Naturals product line.

## HOW

- Neutrogena saw the naturals skincare market growing at four times the rate of the non-naturals market.
- But only 37% of consumers agree that natural health and beauty products are as equally effective as their non-natural counterparts.
- The Neutrogena Naturals line features products with naturally derived ingredients, sustainable packaging, reductions in greenhouse gas emissions and energy use.
- Sales promote clean water projects in the United States through cause partnerships with conservation organizations.

## BUSINESS VALUE

 <b>MARKET</b>	<b>New segment access</b> – Neutrogena Naturals is accessing a new market segment with people who prefer naturally derived skincare products.
 <b>SALES</b>	<b>Growth</b> – The Neutrogena Naturals range was responsible for a significant proportion of category growth since it launched.
 <b>INNOVATION</b>	<b>Technology</b> – Johnson & Johnson developed new capabilities around making skincare products from naturally derived materials.

## CONSUMER VALUE



### FUNCTIONAL

The Neutrogena Naturals range makes it possible for people to buy effective, naturally derived skincare products.



### EMOTIONAL

Consumers feel good about using naturally derived products.

## RESULTS

- Neutrogena Naturals drove 25% of the total cleansing category's growth in launch year 2011. Source: Johnson & Johnson Interview
- Neutrogena Naturals products were the #1, #3, and #4 new items in the cleansing category, and were largely incremental to the Neutrogena business. Source: Johnson & Johnson Interview