

SCRIPT FOR THE JOAN FONTAINE RADIO SHOW

OUR GUEST TODAY IS MELINDA VONARX, ASSISTANT PRODUCT DIRECTOR FOR JOHNSON'S BABY POWDER.

TODAY WE'RE GOING TO BE TALKING ABOUT JOHNSON'S BABY POWDER -- THAT NICE COMFORTER THAT WE NEVER OUTGROW. WITH TODAY'S CONSUMER MORE AWARE OF THE SAFETY AND QUALITY OF THE PRODUCTS THEY USE ON THEMSELVES AND THEIR INFANTS, I'M SURE OUR LISTENERS WOULD BE INTERESTED IN LEARNING MORE ABOUT JOHNSON'S BABY POWDER -- AND WHAT MAKES IT SO SPECIAL. MELINDA, WHY DON'T YOU BEGIN BY TELLING US SOMETHING ABOUT THE ORIGIN OF JOHNSON'S BABY POWDER.

Johnson's Baby Powder was first introduced for sale in pharmacies in 1895, and the formula has changed very little through the years. Baby Powder was actually "invented" by Fred Kilmer (father of the poet, Joyce Kilmer) who was in charge of the Johnson & Johnson laboratories. It was first included in a maternity kit used by midwives and doctors and intended for the comfort of both mothers and babies.

HOW IS JOHNSON'S BABY POWDER MADE?

We begin with the finest raw product available. Johnson & Johnson is, in fact, one of the few companies that owns its own talc mine, which insures complete control over the quality of talc used in our products. It is a carefully selected high quality talc found in Vermont. The talc ore is mined from the earth, crushed into a fine powder and then undergoes a cleansing procedure known as flotation. This involves many separate "washing" operations to remove any impurities.

THAT'S SOME BEGINNING, WHAT HAPPENS NEXT?

The talc is then checked by complex scientific methods to confirm the absence of impurities. Then the purified talc is blended with a distinctive fragrance -- that baby powder smell -- and the product is packaged in shatter-proof containers. As with all Johnson & Johnson products, Johnson's Baby Powder undergoes extensive laboratory, animal and human testing before it goes on the shelf for sale to consumers. It's this kind of special care that insures the purest product possible.

I KNOW JOHNSON'S BABY POWDER HAS BEEN KEEPING GENERATIONS OF INFANTS DRY AND COMFORTABLE, BUT IS THERE ANY OTHER BENEFIT YOU CAN TELL US ABOUT?

Well, some parents may not be aware that Johnson's Baby Powder has a psychological benefit, as well as the physical ones. Psychologists tell us that a great deal of touch is necessary to give an infant a feeling of love and security, so when a parent smooths on baby powder it's like spreading a little love. A feeling of love is being communicated through touch. Surveys also have shown that the nice baby powder smell encourages mothers to cuddle their babies more -- thus adding to the closeness.

SOME MOTHERS HAVE TOLD ME THAT THEY USE CORN STARCH INSTEAD OF BABY POWDER BECAUSE THEY THINK IT IS MORE NATURAL. IS THAT TRUE?

Corn starch is no more natural than Johnson's Baby Powder which is made from pure talc. Pure talc is a soft natural mineral which contains platelets that glide over each other like a dry lubricant. The baby powder reduces friction and hydrated skin (wetness) problems that help cause irritation. Baby powder offers many aesthetic advantages over cornstarch. While cornstarch and talc are both absorbent, cornstarch can be a medium for bacterial growth but talc remains fresh indefinitely. Baby powder has a light clean smell and a smooth silky texture that is much more pleasant to use.

ANOTHER THING I HAVE HEARD IS THAT STORE BRANDS, WHICH ARE USUALLY LESS EXPENSIVE, ARE JUST AS GOOD AS JOHNSON'S. WHAT ABOUT THAT?

While many of these products are good, you can't be sure. Some may contain ingredients that are not as safe because they do not have the same thoroughness and care in their manufacture. I think when you understand the great care that goes into Johnson's Baby Powder, you would be willing to pay a little more to have complete confidence in the product you use on your infant. After all, Johnson & Johnson is a name long recognized for its concern with the welfare of infants. You can be sure that you are getting the best.

JOHNSON'S BABY POWDER HAS BECOME A GROOMING STAPLE FOR ADULTS AS WELL. CAN YOU TELL US SOME OF THE WAYS ADULTS UTILIZE BABY POWDER?

It's always baby powder season. When the weather is cold and you're wearing heavy clothing, a layer of baby powder next to your skin will keep you dry and prevent clothing chafing, especially when you engage in outdoor sports or move in and out of warm stores and buses into the cold outside. Of course, in the summer, Johnson's Baby Powder helps beat the stickies for every member of the family. Joggers have become real Johnson's Baby Powder fans, because under jogging clothing and in running shoes, it absorbs perspiration and prevents chafing. The fresh clean odor appeals to males and females of all ages so it really is the family powder.