

from: Public Relations Counsel, Inc.
18 East 41st Street
New York, New York 10017
MU 6 - 9110

REPORT ON PROMOTION AT F.A.O. SCHWARZ
CHILDREN'S HAIR CUTTING SALON

During the week of June 14 through 19, each little patron of the Children's Hair Cutting Salon in F.A.O. Schwarz received samples of Johnson's Baby Shampoo and Johnson's No More Tangles. The salon also used these products on the children who patronized the salon -- ranging from the first haircut to about six years old. The hairdressers, who are from the now defunct Best & Co. and who brought their clients along with them, recommended our shampoo and creme rinse for use at home.

Products and signs were on display in the salon and in several of the store's windows. The store's ads in the New York Times mentioned the sampling.

We are doing a story utilizing pics and another story of tips from the salon (copies enclosed), which should get very good mileage.

from: Public Relations Counsel, Inc.
18 East 41st Street
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for: Johnson & Johnson

FIVE POINT PROGRAM
FOR CHILDREN'S HAIR CARE

In New York there's a new hair cutting salon in the famous toy store F.A.O. Schwarz that caters to a special group of beautiful people - the under ten year old set that jets from school to the park to summer camp. Barbers Rudy and Joseph know the needs of the busy, carefree group and style their hair accordingly. For all active children they have some recommendations for a quick easy hair care program.

1. Boys and girls should have their hair cut every couple of months to keep the length even and the hair well-groomed. Shorter styles for both are easier for them and mother. Current favorites are the English cut or John-John for boys and the pixie or shag cut for girls.

2. For shampooing, the salon recommends no tear baby shampoo. Children can have fun washing their hair without worrying about soap in their eyes. And baby shampoo doesn't strip all the natural oils from their delicate, fine hair, so all the young shine comes through. Always make sure to thoroughly rinse the hair.

3. Children's fine hair snarls and tangles easily, but a new spray-on creme rinse especially for children solves the problem. It conditions the hair, leaves it manageable, and takes all the pain out of combing. With no more tangles, the comb glides through the hair without the breaking or splitting of a child's delicate hair.

4. The barbers advise combing a child's hair with a wide-toothed comb several times a day and brushing it once a day with a natural bristle brush.

5. Instead of pin curls and rollers, dry and style children's hair with a blow dryer. The coil from a hair dryer also can be used for the same effect. Shape the hair with a small brush as you dry it.

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from: PRC

for: J & J

FIVE POINT PROGRAM FOR CHILDREN'S HAIR CARE

In New York there's a ~~special barbershop~~ ^(a new hair cutting salon in the famous toy store) at F.A.O. Schwarz that caters to a special group of beautiful people - the under 10 year old set that jets from school to the park to summer camp. Barbers Rudy and Joseph know the needs of the busy, carefree group and style their hair accordingly. For ~~an~~ ^{all} active child they ~~can~~ ^{we have some recommendations for} recommend a quick and easy hair care program.

1. Boys and girls should have their hair cut every couple months to keep ~~it~~ the length even and the hair well-groomed. Shorter styles for both are easier for them and mother. ~~to cut for~~ ^{current} favorites are the English cut or John-John for boys and the pixie or shag cut for girls.

2. Shampooing ~~should be the gentlest~~ ^{the salon recommends} no tear baby shampoo. ~~is the salon's suggestion~~. Children can have fun washing their hair without worrying about soap in their eyes. And baby shampoo ~~won't strip~~ ^{doesn't} the natural oils from their delicate, fine hair, so all the young shine ~~comes~~ ^{always} comes through. ~~make sure to thoroughly rinse the hair.~~

3. No shampoo is complete without a conditioner and the one designed for children is the best for them. With no more tangles, the ~~next~~ spray-on creme rinse helps the comb glide through the hair so the pain is gone from the after-shampoo comb outs. A gentle conditioner also gives a child's hair manageability. ~~with it's up with heavy chemicals.~~

4. The barbers ~~recommend~~ ^{advise} combing a child's hair with a wide-toothed comb several times a day and brushing it once a day with a natural bristle brush.

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~~and~~ without any ~~pulling or~~ ^{the} breaking or splitting
~~ends~~ of a

~~child's~~ child's delicate hair.

5. Instead of pin curls and rollers, dry and ~~set~~ style children's hair with a blow dryer. The coil from a hair dryer also can be used for the same effect. Shape the hair with a small brush as you dry it.

