

Johnson's unveils new Cottontouch range in India

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The new range provides the perfect way to care for a newborn's sensitive skin



JOHNSON'S®, one of the world's top healthcare companies has recently unveiled the innovative Cottontouch® range that is blended with natural cotton to provide the perfect way to care for a newborn's delicate and sensitive skin. Exclusively launched on e-commerce, the new range of products comprises a wash, lotion, cream and oil and is available on platforms – Amazon, Flipkart, Big Basket, FirstCry, and Nykaa for the consumers.

JOHNSON'S® has a 125-year heritage of creating the safest products that moms have used with trust and confidence on their babies. This unique launch during these unprecedented times is an effort to address the increasing demand for efficacious products, based on science from trustworthy baby care brands in India. JOHNSON'S® has also onboarded over 700 influencers to welcome Cottontouch® in the Indian market.

Cottontouch® is an innovative range, a result of intensive research and development. It is a world's first in baby care products that are infused with natural cotton and formulated for zero irritation. The soft, absorbent and naturally hypoallergenic cotton is suspended for the softest experience.

The new Cottontouch® will be available in the retail stores in a few weeks.

Manoj Gadgil, VP Marketing, Johnson & Johnson Consumer Division, India said, "We at JOHNSON'S® are known for our long-standing commitment towards safest baby care products that define what is best for baby. We have invested decades of research to understand baby skin and know the delicate skin of a newborn needs and deserves the gentlest care. That is why we are introducing Cottontouch® range that provides mothers with softness they have never experienced before. We have seen the demand for baby care significantly growing in the Indian market, even during lockdown phase and the ask from

moms for the highest standard of safety in these times has inspired us to launch this product. We are hoping to reach out to as many parents possible through the e-commerce route and help them make their journey of parenthood more joyous.”