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J&J brand Neutrogena unveils new skin care products in India

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The product range comprises Resurfacing Micro Polish, Illuminating Serum, and Gel Cream



Neutrogena, owned by parent company Johnson & Johnson, has launched its new range, Neutrogena Bright Boost for Indian consumers, to address the increasing problem of skin dullness.

For the first time, Neutrogena has formulated a range to meet the unique skin brightening needs of Indian women. This customized formulation boosts the surface skin cell renewal process by 10 times, helping achieve smoother, brighter, and more-even skin tone in just a week.

With the Bright Boost range, Neutrogena aims to help women achieve a radiant, more-even skin tone.

The three key products in the new range- Resurfacing Micro Polish, Illuminating Serum, and Gel Cream, effectively address dullness and pigmentation. These products are powered by the revolutionary dermatologist-preferred ingredient, Neoglucosamine that has been developed in-house.

The launch of the Bright Boost range will be supported by a 360-degree digital-first outreach programme across platforms and further amplified through a digital film that introduces the Bright Boost range and the revolutionary dermatologist-preferred ingredient Neoglucosamine.