The Power of Smell and Touch

In the first three years of life, every interaction with mom and dad can help shape baby's developing brain. The everyday rituals parents create become more powerful when multiple senses, like smell and touch, are stimulated. Pleasant smells, when paired with the loving interactions of a parent, can create lasting memories children will remember for a lifetime.

Do you know all of the benefits touch and smell can have for baby?

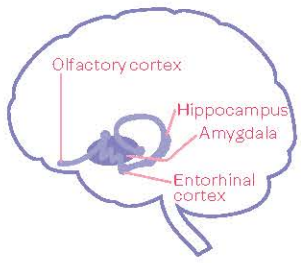
Smell

A Memory Stimulator

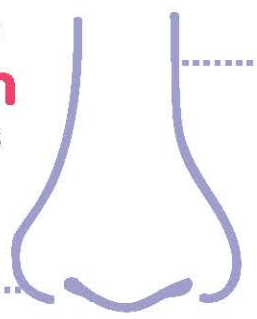
Babies begin to smell at **28 weeks** into pregnancy

Smells trigger **more emotionally vibrant** memories than other senses

Smell is the **#1 sense linked to memory** because its processing center (**olfactory cortex**) is located near the emotion center (**amygdala**) and memory centers (**hippocampus** and **entorhinal cortex**)



Every one of us has **40 million** olfactory receptors that detect odor



The human nose is capable of detecting more than **1 trillion** different odors

Babies can recognize their mothers by **smell alone**

Enjoyable and familiar scents have been shown to **improve mood** and **alertness**

Around the world, **one of the scents people associate most with baby** is the scent of a JOHNSON'S® baby product

Touch

A Bond Builder

Baby's **first sensory stimulation** in life comes from touch while **in the womb**

Skin and the brain come from the **same layer of the embryo**

25-120 minutes of skin-on-skin contact immediately after birth can **positively affect interactions between mom and baby one year later**

Infants who received routine **touch and massage** were:*

50% more likely to make eye contact

3X more likely to have an overall positive expression

*Compared to those who did not

Research has shown routine **touch and massage**:

Helps develop **self-confidence** and the ability to **relate to others**

Improves sleep quality and quantity when part of a bedtime routine

At-risk infants and children who receive **minimal touch** and stimulation have been shown to experience:

Cognitive and **developmental delays**

Aggression

Sleep disturbances

Johnson's®

To learn more about JOHNSON'S® Brand, go to **www.johnsonsbaby.com**