

# Developing New Consumer Products

Creating meaningful innovation within the Johnson & Johnson Group of Consumer Companies relies on a research strategy equally rooted in technology and consumer insights. In everything we do, we apply the best in science to improve health and wellness for people around the world.

Our consumer companies develop products in a wide variety of categories; from skin care and baby care to oral care and analgesics, including cosmetics and over-the-counter products. Our companies' innovations are developed through the work of thousands of scientists and engineers globally. They also rely on health care professionals to provide input into our programs.

Our companies' product innovation process begins with an understanding of consumers and their needs and practices. They then begin the search for technologies to meet these needs, often developing entirely new technologies. Our consumer and scientific insights are combined with design and product development expertise to determine if an idea is practical. Multiple attributes are considered, such as safety, efficacy, environmental impacts, and challenges in manufacturing.

Products are developed in the laboratories of Johnson & Johnson companies around the world. All new products undergo safety testing—a process that varies depending on the type of product and its intended use. Once the safety of a product is fully supported, they complete clinical tests necessary to confirm efficacy, and test the finished product with consumers. Products are also monitored post-launch, through contact and feedback with consumers and health care professionals.

Through a focus on sound science and thorough understanding of consumer needs, our consumer companies create products that are beloved and respected around the world.