

# The Power of Bath Time

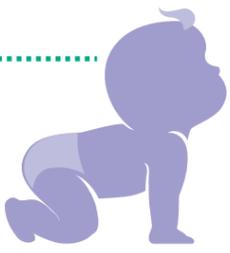
Baby's early life is a time of learning and development – by just three years of age, 85% of baby's brain is formed. Research suggests that during this time, sensorial stimulation can be critical to baby's happy, healthy development.

As the #1 baby skin care brand and pioneer of research on baby skin, JOHNSON'S® is now exploring the role of multi-sensorial experiences that make bath time a ritual that can be more than just cleansing.

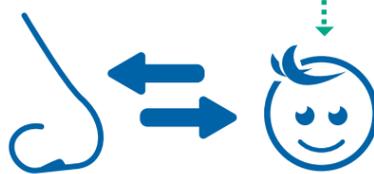
**Know the Science of Bath Time. Brought to you by JOHNSON'S®.**

## Familiar and Pleasant Scents Can Make Baby Feel Happy

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



Memories evoked by smell are more emotional than those evoked by other senses



In studies, babies bathed with a fragranced bath product\*:

- Displayed **30% more engagement** cues with their parent after the bath
- Spent nearly **25% less time crying** before sleep

\* Compared to those who are not



## Routine Touch and Massage Support Baby's Growth and Development

Infants who experienced routine touch and massage\* were:

- **50% more likely to make eye contact**, one of the earliest forms of communication between babies and caregivers



- **3X more likely to have an overall positive expression**

\* Compared to those who did not

Researchers have found routine massage leads to:

- Improved cognitive performance
- Increased alertness and attentiveness

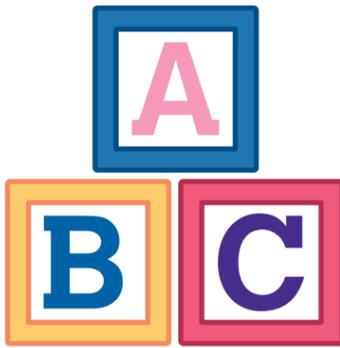


Close contact between mom and baby helps **calm baby's breathing**, another reason for the post-bath cuddle



## "Bath Talk" Can Help Baby Learn

Studies show that infants who are spoken with have **LARGER vocabularies** by age 2



The number of words children hear by age 3 is linked to their **future academic success**



## Bath Time for Happy, Healthy Baby Development

Playing with bubbles helps babies develop **hand-eye coordination** and discover objects exist even when they can't be seen



Splashing helps teach babies cause and effect

Listening to bath time music and song can stimulate parts of the brain responsible for **memory**



Pleasant smells, when paired with the loving interactions of a parent, can create lasting memories children will remember for a lifetime

## Experience Bath Time with JOHNSON'S® Products

Annually, approximately **8 billion baths** are given using JOHNSON'S® products

**One of the scents** people around the world associate most with baby is the scent of a JOHNSON'S® baby product



JOHNSON'S® offers baby products across **6 continents**



JOHNSON'S® provides some of the **most gentle and effective allergy-tested products** available

Johnson's®

To learn more about JOHNSON'S® Brand, go to [www.johnsonsbaby.com](http://www.johnsonsbaby.com)

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