

## **PRESS RELEASE**

### **SEX, SLEEP AND SHOPPING ARE COMMON STRESS INDICATORS FOR SINGAPORE WOMEN**

#### **Results of *JOHNSON'S® Melt Away Stress Survey* Announced**

Less sleep, less sex and much more shopping, are the common stress signs of today's women, according to the results of a recent online survey of more than 1,800 Singapore women aged 18 to 49, by *JOHNSON'S® Melt Away Stress* on how stress affects the every day lives of Singapore women.

Starting the day stressed out is a common phenomenon amongst Singapore women, with 6 out of 10 reporting that their minds start to spin when they shower in the morning, as they start worrying about the day ahead. The dread of deadlines affects three out of four women, followed by dealing with bosses (70%) and difficult colleagues (70%).

Money is one of the foremost causes of stress for most respondents, many citing trying to save money as a major issue (73%), as is paying bills, which is a concern of one out of every two women. Ironically, to cope with the stresses of life, one out of two Singapore women tend to resort to retail therapy where they "shop like crazy and then end up overspending", which in turn exacerbates their stress levels, as they start regretting buying things that they don't really need.

Sex is the last thing on the mind of more than half of the stressed out respondents, with two out of five admitting a drop in the frequency of sex and 37% believing that stress is one of the reasons why they are unable to conceive.

One out of two cites sleep as a means of escape from stress by "pretending it's all not happening", though the quality of sleep leaves a lot to be desired. The worry of uncompleted projects makes it difficult for 83% to fall asleep, and more than half of the respondents tend to wake up in the middle of the night thinking about work.

Emotional eating is another way that women deal with stress, as more than half of the women admitted to overeating when under pressure. Eating healthily under stress is a low priority (60%), as is making time for workouts (76%). Even a visit to the spa or for a massage brings scant relief, with more than a third of the respondents claiming that it does not stop their minds from whirling or worrying.

Married and single women have different stress issues to contend with. For a single girl it ranges from finding Mr Right (44%) to choosing what to wear for a special event/first date (68%) and even the prospect of dating is an experience that fills two out of five with nervous tension.

Taking care of a household (46.38%), planning the evening meals (40%), managing relationships with in-laws (33.5%), and getting the family ready for the day (34%) are cited as some of the key reasons for stress for married women.

The *JOHNSON'S<sup>®</sup> Melt Away Stress Report* identifies the types and prevalence of stress in the daily lives of Singapore women. *JOHNSON'S<sup>®</sup> body care* has developed the *Melt Away Stress* line to provide women a convenient, affordable way to reduce daily stress and tension while caring for their skin and leaving it soft and smooth.

*The JOHNSON'S<sup>®</sup> body care Melt Away Stress* range contains a unique blend of tension-relieving ingredients that relax and melt away tension for a deeper, more restful sleep. Its patented Aromasoothe<sup>™</sup> formula made of lavender, chamomile and moonflower is clinically proven to melt away tired and tight muscles, leaving you feeling relaxed and calm. The range includes: *Melt Away Stress Daily Calming Wash*, which offers a complete sensorial and soothing bathing experience and *Melt Away Stress Daily Calming Body Lotion*, that moisturizes while it melts away stress, leaving you relaxed.

Johnson & Johnson, with approximately 104,500 employees, is the world's most comprehensive and broadly based manufacturer of health care products, as well as a provider of related services, for the consumer, pharmaceutical, and medical devices and diagnostics markets. Johnson & Johnson has 197 operating companies in 54 countries around the world, selling products in more than 175 countries. For more information on Johnson & Johnson, please visit the company website at <http://www.jnj.com>

**Issued by:**  
**On behalf of:**  
**For more information, contact:**

**Dunbar•Jones & Associates**  
**Johnson & Johnson Pte Ltd**  
**Jennifer Dunbar / Shawn Galistan**  
**Dunbar•Jones & Associates**  
**1 Goldhill Plaza**  
**#03-45 Podium Block**  
**Singapore 308899**

**Tel: (65) 6356 2830**  
**Fax: (65) 6254 8971**  
**Email: [jdunbar@dunbarjones.com.sg](mailto:jdunbar@dunbarjones.com.sg)**  
**[sgalistan@dunbarjones.com.sg](mailto:sgalistan@dunbarjones.com.sg)**