

## PRESS RELEASE

### NEUTROGENA UNVEILS NEW FINE FAIRNESS BRIGHTENING SERUM

Reveal long lasting even-toned translucent fairness from within with Neutrogena's latest addition to its skin whitening range, *Fine Fairness Brightening Serum*, which is clinically proven to deliver visible whitening results in three weeks.

Specially formulated with upgraded Neutrogena HealthyWhite Complex™ containing pure Retinol, Lily and high potency Vitamin C, *Fine Fairness Brightening Serum* works to double skin's whitening power. The breakthrough formula penetrates beneath the skin surface and deactivates melanin production at the source, for visibly brighter, fairer and more radiant skin tone.

Taking skin whitening to the next level, the product's "Intelli-Whitening" technology works harder on areas which need whitening to effectively reduce the appearance of stubborn dark spots and pigmentation, while preventing new ones from forming. The serum also improves skin hydration, leaving skin feeling soft and smooth instantly.

Neutrogena will also be launching an improved *Fine Fairness Deep Whitening Mask*, which contains the upgraded Neutrogena HealthyWhite Complex™. The mask features a new 3D Push-in stretchable fabric that fits close to face, providing three times more essence available for absorption. Delivering immediate lightening effect with a boost to skin's moisture levels, the essence works continuously through the night, even after the mask is removed, for long-lasting radiance. Within two weeks, skin pigmentation is improved, resulting in brighter, fairer skin with a healthy glow.

Both products are non-comedogenic, oil-free and dermatologist tested.

Available at all leading personal care stores and pharmacies, *Neutrogena Fine Fairness Brightening Serum* retails at S\$29.90 and *Neutrogena Fine Fairness Deep Whitening Mask* retails at S\$36.65.

*Neutrogena*, which is part of Johnson & Johnson, develops, manufactures and markets premium skin and hair care products sold worldwide and recommended by medical professionals. The product line includes bar and liquid cleansers, shampoo, hand cream, body lotion, facial moisturizers, sun protection and cosmetics, as well as other hair and skincare products.

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 107 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/>

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