

PRESS RELEASE

NEUTROGENA BOOSTS SKIN HYDRATION WITH ITS NEWEST RANGE OF PRODUCTS

With dehydration being one of the main causes of premature aging, Singapore women will now be able to give their skin an intensive hydration boost with the launch of Neutrogena's latest range, Neutrogena *Hydro Boost*. Featuring its innovative Progressive Release System, *Hydro Boost* not only releases moisture steadily into skin for continuous all-day hydration but also addresses the root causes of inner skin dryness.

Combining advanced hydrating elements that replenishes and repairs skin from within, *Hydro Boost* protects skin from the damaging effects of air-conditioning, late nights and the harsh rays of the sun, resulting in smoother, supple skin.

The unique formulation contains highly purified hyaluronic acid which absorbs up to 1,000 times its weight in water and releases it into skin steadily over time, and olive extract, derived from highly purified olive oil, which effectively rebuilds skin's natural moisture shield, preventing moisture loss. Dermatologist tested, its oil-free and non-comedogenic formulation is also instantly absorbed into the skin and hydrates with a non-greasy feel.

The Neutrogena *Hydro Boost* range includes *Hydro Boost Mousse Cleanser*, *Hydro Boost Clear Lotion*, *Hydro Boost Essence*, *Hydro Boost Water Gel* and *Hydro Boost Mask*.

Hydro Boost Mousse Cleanser is a gentle, foaming cleanser that cleanses, soothes and softens while adding moisture to skin, preventing skin from drying.

Hydro Boost Clear Lotion rebuilds skin's natural water shield as it tones and hydrates for a refreshing feel. Apply after cleansing and smooth over face with gentle upward strokes.

Hydro Boost Essence is an intensive treatment, restoring three times the skin's moisture level within one hour, keeping skin fully hydrated and with a glow all day long. To be used after clear lotion, massage evenly over face and neck every morning and night.

Hydro Boost Water Gel restores skin's moisture levels by more than 200%, providing not only immediate replenishment but also hydration that lasts up to 12 hours, for soft, supple skin with a healthy glow. Massage evenly over face and neck every morning and night, after clear lotion or essence.

Hydro Boost Mask is clinically proven to boost skin moisture level 14 times and prevent moisture loss. Its new SMART-FIT fabric with 14,000 holes, holds 25% more hydrating essence.

Neutrogena *Hydro Boost* is available at all leading personal stores and pharmacies. The recommended retail prices of these products range from S\$13.50 to S\$31.50.

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 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>

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