



Johnson and Johnson Baby Products -Review

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Abstract

This article focuses on Johnson & Johnson baby product compensation in practice and related case studies. This is an overview of Johnson & Johnson's baby product liability and explains issues that have arisen for consumers. Product liability is the liability of related parties in the production chain of any product for damages caused by the product. In the name of commercial profit, it is useful to protect the consumer from unnecessary risks and problems from harmful end products or malicious parties. Johnson and Johnson's case studies of defects and children's product liability issues are useful in providing the consumer with important information to deal with a similar situation and providing the manufacturer with suggestions for improvement to avoid similar problems and provide more and better consumer satisfaction and healthy production. In today's market, all corporate activities are more focused on delighting the client by attending to their needs through efficient service. Because baby products are expensive, businesses are constantly searching for the most innovative solutions. In order to ensure their child's safety and security, parents are continuously concerned with purchasing the best products available and following all safety precautions. Also this article reveals about the company's background, history, as well as problems based by the company.

Keywords: Product liability, Johnson and Johnson, Consumers, Background, Case studies, History.

I. INTRODUCTION

Johnson & Johnson is a Fortune 500 company that manufactures pharmaceuticals and consumer items. James Wood Johnson, Robert Wood Johnson, and Edward Mead Johnson, three brothers, formed it in 1886. More than 265 countries

are served by the company's businesses, which operate in more than 60 of them. Their first product was Johnson's baby powder, which arrived in India in 1947(Nandal, N *et al.*,2021). Baby care items are an example of a product category that consumers favoured at one point in time. When their children are older, parents will not typically exhibit a preference for the same product category; instead, they will only do so when a new baby is in their care. The relationship between a brand and its customers can take several forms. Brand repurchasing intention, brand extension acceptance, word-of-mouth (WOM), temporary deficiency acceptability, and brand commitment can be used to summarise the important ideas in brand-customer relationships. The goal is to comprehend how these variables are impacted by consumer confidence in a product category like newborn care items, where parents plan to have just a transient relationship(Kavitha M.A&ramesh.k 2017). Product liability is a significant obligation for manufacturers to maintain customer safety, particularly in the case of baby products because babies are young, vulnerable humans who require extra caution while using potentially dangerous products. Every parent wants their kids to grow up with strong, healthy bodies free from anything that could cause them to pass away. The deadly elements that work against product responsibility include poisonous, damaging, and combustible compounds. To protect the baby from harm, they should be taken out(Maksom *et al.*, 2014).

Up to 4% of fat in infant stools can be difficult for water to completely eliminate. Similar to meconium, it is challenging to remove because to its tenacious nature. The special lotion in Johnson's Baby Skincare wipes dissolves both water- and fat-based compounds, making it possible to remove



even stubborn faeces and other residues without damaging the skin in the way that water and cotton wool can if used too violently. Aside from cleaning, Johnson's Baby Skincare wipes can also preserve a baby's skin's natural softness. They retain the skin's barrier characteristics as well as its natural pH by leaving a protective film using their special, alcohol-free Johnson's Baby lotion. In particular, this is crucial for newborns suffering eczema or allergic reactions as they are more vulnerable to nappy rash. It also helps to regulate the overgrowth of bacteria and reduces skin moisture loss. Johnson's Baby Skincare Wipes possessed very well tolerated even in newborns with eczema and atopic dermatitis, according to clinical investigations carried out at Amersham Hospital in Buckinghamshire under the supervision of dermatologists. Over 98% of parents in the study of 117 infants thought the wipes were suitable for their children's skin and nearly all thought they cleaned without properly drying the skin (Jones, K. *et al.*, 2000). Johnson's Baby Top-to-Toe Bath (Johnson & Johnson Limited, Maidenhead SL6 3UG, UK), a liquid cleanser without soap that is formulated for newborns' skin, is the preferred commercially available wash solution. It doesn't contain sodium lauryl sulphate and is made up of a blend of nonionic and amphoteric surfactants. When combined, these ingredients form giant micelles that clean by dispersing lipids without compromising the skin's barrier. The recipe is pH-adjusted (about 5.5), hypoallergenic, and contains moderately tolerated preservation agents and a small amount of scent. (Lavender, T. *et al.*, 2013). Baby shampoo (Johnson's Baby Shampoo; Johnson and Johnson Consumer Companies, Inc., Skillman, NJ) diluted 1:1 with sterile normal saline solution or a PI 7.5% scrub solution were the agents utilised for vaginal preparation. (Lewis, L.A. *et al.*, 2019). In JOHNSON'S history, the CottonTouch™ wash and lotion or oil received the greatest consumer satisfaction ratings. 98% of mothers said they liked the new wipe and lotion or oil bath routine. This in-home use study revealed that the JOHNSON'S CottonTouch™ wash, lotion, or oil was helpful in four important areas. (Baby A. & Mama. E 2009).

History

Three brothers, Robert Wood Johnson, James Wood Johnson, and Edward Mead Johnson, established Johnson & Johnson in 1886 with the goal of advancing medicine and health care by focusing on infection control. Together, the three brothers created medicated plasters and surgical dressings. The company's first research director, Dr.

Fredrick Kilmer, was presented with a complaint in 1892 from a doctor who claimed that many of his patients experienced skin irritations as a result of the medicated plasters. Kilmer sent them a can of Italian talc powder and suggested using it to soothe the irritation. Consumers quickly learned that the talc was excellent for treating nappy rash, and they alerted the manufacturer of this. In response to this input, Johnson's TM Baby Powder was created in 1893. The business created the maternity pack in addition to the baby powder, giving rise to the Johnson's Baby brand. Johnson's Baby dominated the market and was widely used in American homes around the turn of the 20th century. The Johnson & Johnson Company, despite producing other pharmaceuticals, earned the moniker "the baby company" by savvy marketing and anticipating mothers' needs. The company has used customer loyalty for over 120 years to remain ahead of rivals and preserve its market position in the baby cosmetics sector. The business has implemented a number of marketing and communication strategies to demonstrate its dedication to improving its customers' health in order to gain and keep customer loyalty (Ivypanda, 2004).

Background of the Company

Johnson & Johnson is the globally most extensive and diverse maker of health-care goods, as well as an innovator of related services to the consumer, pharmaceutical, medical device, and diagnostics sectors. Johnson & Johnson has 200 managing firms in 54 countries, employing 112,000 people and selling products in over 175 countries. The compassion and reliability of Johnson & Johnson are well known. The company's focus in the parent-child bond is evident in the advertising campaign displayed in this section, which also supports the idea that "Having a Baby Changes Everything." Robert Wood Johnson penned "Our Credo," a single-page document that explains the company's obligations to its clients, staff, the community, and shareholders, in 1943. About 112,000 people are employed by Johnson & Johnson globally, and the company manufactures and sells a wide range of health care items in many different nations. Both historically and now, Johnson & Johnson has focused primarily on creating goods that promote health and wellbeing. In the year 1887, Johnson & Johnson was founded in the condition of New Jersey. (Srithongchard, S, 2004).

Problems faced by the Company

For some years, Johnson & Johnson had been dealing with a number of product safety issues.



The first incident occurred in 1982, when a significant recall was initiated after seven people lost their lives after using one of their products. When this corporation was involved in litigation over its products in his upcoming years, product safety issues persisted. Baby powder is one of the main problems the organisation is now dealing with. This corporation had previously been sued for its problems with infant powder causing cancer. In the first case, which occurred in 2016, J&J was mandated by the legal system to compensate a lady who used the baby powders and afterwards passed away from ovarian cancer. However, this is hardly the end of the matter. 11700 people sued J&J in December of last year alleging that baby powder caused their cancer. They have been accused of employing asbestos, a hazardous substance that can cause a variety of cancers, including ovarian, lung, and throat cancer. The business was compelled to give lawyers access to thousands of notes and internal reports. While in cases involving baby powder, this company was compelled to make internal documents public after being sued for cancers brought on by baby powder. It was discovered that J&J had known for decades that

asbestos, a carcinogen, was present in its products. The study also revealed that this corporation had paid for and ordered research to be done on their infant. In response, they denied knowing anything or keeping anything regarding the talc's safety a secret. Talcum powder may injure the lungs and raise the risk of cancer of the ovaries, according to a Health Canada warning. Until today, the corporation has been compelled to pay almost billion dollars in fines and penalties as a consequence of the situation (James, M. M. Aet al., 2019).

Hypothesis of baby product.

Objectives to test the claim that using a wash product designed for new-borns (1 month of age) when bathing is not inferior (nor worse) than simply using water. Blinded, randomised, controlled, no inferiority trial design assessor. Setting both at participants' homes and a teaching hospital in the northwest of England. Participants Within 48 hours of birth, 377 healthy, term babies were enlisted. Method We contrasted taking a bath with a wash product (n = 159) with only taking a bath with water (n = 148) (Lavender T et al., 2013).

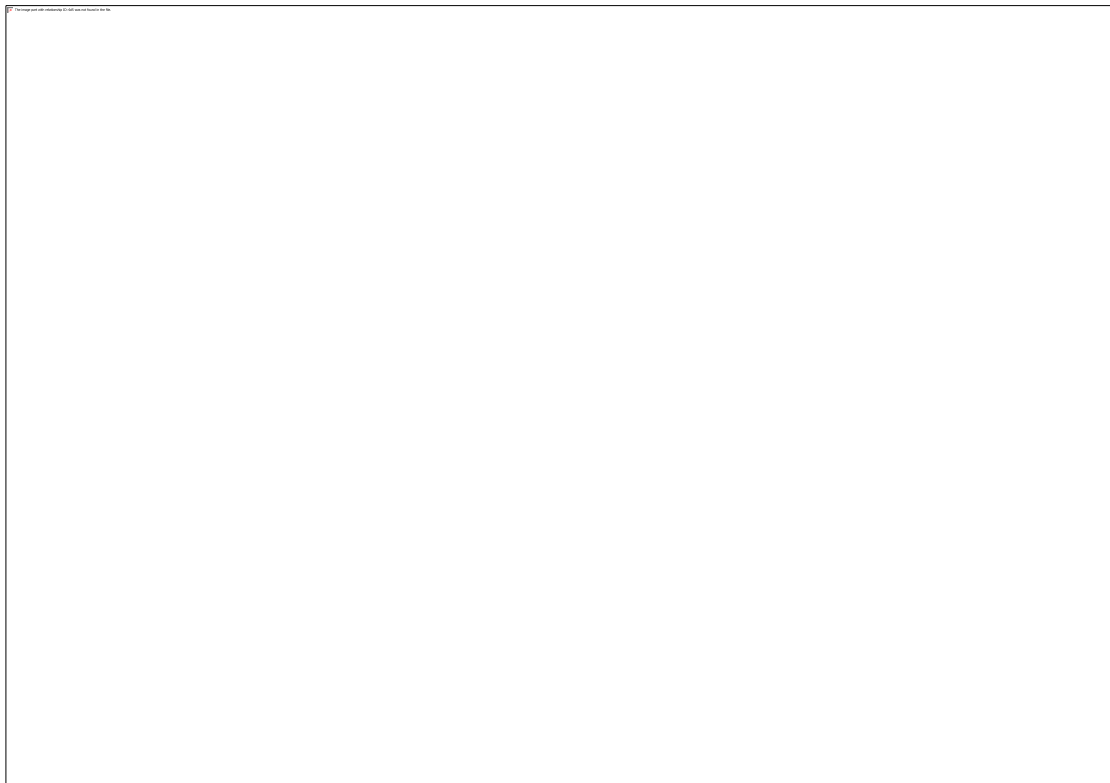


Fig.1. Johnson's baby product



Johnson's recall its toxicity

According to a statement from Johnson & Johnson, the FDA only discovered "sub-trace levels of chrysotile asbestos contamination (no greater than 0.00002%)." 2 The business was unable to determine if the tested product was genuine or a knockoff, or whether it had been tainted in some way prior to or during testing(Dyer, O. 2019).

Consumers attitude towards products

Because baby products are expensive, businesses are constantly searching for the most innovative solutions. In order to ensure their child's safety and security, parents are continuously concerned with purchasing the best products available and following all safety precautions. However, the issue is how parents pick out the best products from those that are merely claiming to be the best. Do they properly consider all the information or are they just speculating? To determine which product will be best for their child, parents consult product websites, consumer product review websites, consumer reports, blogs, and word-of-mouth recommendations. Parents act in this way not just because they are deeply worried for their children's safety. Of their child, but also because the majority of first-time parents typically aren't aware of the variations between the goods. Therefore, any form of media from which they receive information may easily have an impact on these first-time parents. The study focuses on consumer attitudes, awareness, satisfaction levels, and factors that affect purchases of Johnson & Johnson and Himalaya Baby goods(Mathuthra O & Latha K. 2016).

Products during covid pandemic

Numerous human activities, including the buying and selling process, have been hampered by the COVID-19 pandemic. It causes many businesses to have a fall in revenue and possibly go out of business. In order to investigate the effect of competing strategies on sales volume in the COVID-19 pandemic era, this study uses the example of a baby product company. The investigation shows that the infant product company's sales volume has declined somewhat. Despite implementing the cost leadership strategy, the company is still able to survive(Maulana, A.Z&Dhaniswara, Y.2019).

Baby Products banned in US

In response to what it called "misinformation" about the product's safety and a storm of legal challenges, Johnson & Johnson on Tuesday announced it would stop selling its talc

Baby Powder in the United States and Canada. The company cited a decline in demand as the reason. It decided to cease distributing hundreds of items from the contentious product line in March. Until supplies are depleted, retailers will continue to sell all of the current inventory(Garcia, J. 2020).

Tolerance of baby cleansers in infants

The outcome measures included erythema, edoema, dryness, scaling, skin moisture content, skin surface pH, trans-epidermal water loss, skin oxyhemoglobin and deoxyhemoglobin levels, and customer satisfaction. None of the three test components produced any appreciable scaling, erythema, edoema, dryness, or any of these other symptoms. No adverse effects were reported by the parents. Infants tolerated all three of the investigated interventions well and found them to be effective as whole-body cleaners(Dizon, M. V et al.,2010).

Parents intention on baby products

Look into how consumer-brand relationships for both international and domestic brands are affected by brand trust. The model created for this objective is applied to two competing brands in Turkey's market for baby care products, one of which is international and the other national. A structural equation modelling strategy is used to test the research model. According to the study, brand trust has a stronger influence on repurchasing intention than it does on relational commitment, and this effect is especially noticeable for national businesses(Aydin,G.A.& Taskin.C 2014).

Loyalty of consumers towards Johnson's

Customers who purchase Johnson & Johnson Bay care products can measure brand knowledge, brand relation, and perceived quality as they relate to brand loyalty. This study found a direct, significant association between brand knowledge and brand image. Additionally, Brand Relationship positively impacts Brand Image concurrently. More brand knowledge enhances the reputation and regard for baby care items. As we discuss the other direct result, perceived trust is positively influenced by perceived quality. The construct's most important contribution is this one. People who are perceived to have more trust are more concerned about the kids' hygiene and health(Jadhav,D.S.&Bhatt,V.2021).

Retail brand baby products

This sdy compared the opinions and purchasing patterns of retail and manufacturer brand



baby care items. The majority of respondents had used certain retail-brand infant care items, according to the results of a pluralistic methodology, even if some baby brands and products were seen as having higher risks than others. However, respondents generally believed that manufacturer-branded baby care products were of higher quality and carried a lower perceived risk than retail-branded baby care products. It was determined that, due to a lack of customer acceptability and trust for this high-risk product category, the introduction of a retailer-branded baby-care product line as a differentiating competitive strategy for a retail chain in Northern Ireland should not be undertaken (Broadbridge, A. & Morgan 2001).

Recommendations on healthy skin care

If basic safety precautions are followed, bathing a new-born can be done without endangering the child. Bathing can be done with just water or with liquid cleansers that are properly formulated without affecting the development of the skin. The diaper area should be maintained dry and clean; starting at birth, it can be gently cleaned with cotton balls or squares and water or by using wipes that are intended for that purpose. Emollients that have been properly prepared can be utilised to preserve and improve the function of the skin barrier. Baby oils that are appropriately prepared can be added in tiny amounts to the bath and used topically to treat physiologic (temporary) skin dryness. Baby products that are left on should be designed to buffer and keep the skin surface of infants at a pH level of about 5.5, and both the formulations and the components in them should have completed a rigorous safety testing programme. Formulas must be effectively kept, and strong surfactants like sodium lauryl sulphate should not be used in any goods. (Blume- Peytavi U.L. et al., 2016).

Wipes Vs water

Independent hospital tests have demonstrated wipes' superiority to conventional infant diaper cleaning techniques. According to a research by Tsen Fang et al. (2000), which supports the use of wipes, water can sometimes irritate skin, especially when it is maintained overly hydrated for an extended period of time. This is especially important for the skin that is encased in a diaper. Up to 4% of the fat in infant faeces can be difficult for water to eliminate alone (Leitner, 1981). (Leitner, 1981). Similar to how meconium is challenging to remove due to its sticky in texture. The special lotion in Johnson's Baby Skincare wipes dissolves both water- and fat-based compounds, making it

possible to remove even sticky faeces and other residues without damaging the skin in the way that water and cotton wool can if used too violently. Aside from cleaning, Johnson's Baby Skincare wipes can preserve the delicate texture of a baby's skin. They maintain the skin's natural pH and barrier functions by leaving a protective film with their distinctive, alcohol-free Johnson's Baby lotion. Medical research done at Amersham Dermatologists at the Buckinghamshire Hospital have demonstrated that even Johnson's Baby Skincare Wipes have been shown to be effective in babies with eczema and atopic dermatitis were well-accepted by everyone. In a study involving 117 newborns, nearly all parents thought the wipes were safe for their children's skin, and more than 98% thought they effectively washed without irritating the skin. Clinical research have clearly shown the advantages of utilising Johnson's Baby Skincare wipes, both in terms of how gentle they are in addition to providing skin additional protection versus water, as pure. Johnson & Johnson provides hospitals where midwives with a product placement programme. They can evaluate the product themselves. Because they are simply packed in a one-touch pop-up tub, there is less chance that nosocomial infections could spread. It is clear that wipes are not only as gentle as water but also protect the delicate skin of newborns. Wipes from Johnson's Baby Skincare have a special No More Tears Formula. Clinical studies have demonstrated that Johnson's Baby Skincare wipes clean as gently as water while also providing additional skincare advantages, such as preserving the skin's natural barrier functions, managing excessive microorganisms on the skin and preventing moisture loss. Johnson's Baby skincare wipes are particularly advantageous for use with newborn babies since they can be used on the most delicate skin on the body, the area around the eyes (Goetzel, R.Z., et al., 2001).

Johnson & Johnson's health & wellbeing program's long-term effects on employee health risks

In 1979, Johnson & Johnson launched its LIVE FOR LIFE Program. In order to specifically create Johnson & Johnson workers "The world's healthiest," By assembling specialists in disease, behaviour change, and health education administration, promotion, and programme assessment, Smith & Johnson started a massive, long-term campaign to improve the health of its employees and, as a result, save the saving the company money through lowering benefit costs and raising employee productivity The business invested



several million dollars in the creation of the programme, among which a sizeable chunk was set aside for external programme evaluation. Several evaluation studies executed in the 1980s and early 1990s revealed the company's health promotion and disease prevention efforts a preventative campaign was linked with better employee attitudes, lower absenteeism, decreased inpatient health care costs, and improved employee health. These research, which were published in peer-reviewed journals, served as the impetus for the LIVE ANY FOR LIFE programme. Nonetheless, with the expectation that the programme would be successful, Johnson businesses subject to continued rigorous examination and continuous quality improvement. The Johnson & Johnson Foundation has been a Johnson's programme for health promotion and disease prevention has undergone a number of changes and adaptations to stay relevant and to Adapt to changing business needs Johnson & Johnson created a "shared services" model in 1993, which was the beginning of its most recent transition. Initiative merging occupational safety, health, disability management, and employee assistance medical courses. The organisation purchased its health and fitness services from Johnson & Johnson Health, one of its operational companies. Johnson & Johnson created Care Systems to deliver health promoting health and preventing sickness services provided to other businesses. Benefit and health promotion overall After that, in April 1995, the services were rebranded as the Johnson & Johnson Health & Wellbeing Program (HWP). Newly established Johnson & Johnson. More than before, HWP stressed the importance of disease prevention and promotion of good health. In an effort to encourage participation in its HWP, a business provided financial incentives to workers who finished an early evaluation of the health risks (HRA), which includes a biometric screening, and, if necessary, enrolled in a high-risk intervention programme. The delivery of HRA and high-risk intervention programmes was Health Care Systems by Johnson & Johnson. Managers of on-site programmes often aimed to penetrate a spreading a preventative message throughout all significant company benefit programmes and integrating functions to make them operate more effectively Prior to this, the HWP focused on reducing individual behavioural and psychosocial risk factors were changed into illness and disability. It was anticipated that this strategy would be more cost-efficient than due to the integration of services and the extensive engagement of health and specialists in wellness

working with doctors and nurses. The newest behavior-change tools were employed by HWP staff to advances in healthy behaviour, early illness detection, and chronic disease management. The Johnson & Johnson HWP also placed a strong emphasis on increasing staff awareness through self-care, preventative measures, and health education programmes. Due to monetary incentives and a business environment that promoted active participation in health-promoting 90% of the domestic US employees took part in the program's activities. As it has done for a long time, monitoring the effects of new Johnson & Johnson started a long-term evaluation of programme activities. The June 2000 HWP as stated elsewhere, an analysis of the newly constructed HWP's financial impact indicated significant cost savings caused by the programme. Then again Johnson & Johnson aimed to ascertain the financial impact research' How well the new programme demonstrated the health risk profile of Employees of Johnson & Johnson. The findings of this latter inquiry are presented in this article. Health management initiatives funded by corporations have come under In recent years, there has been Company in scrutiny. Although a health and wellness program's financial impact is typically of the utmost importance, sponsors, there is frequently equal concern focused on determining the program's impact on participants' health and well-being (Johnson & Consumer advisory board for Johnson survey findings 1989 unpublished manuscript). Several programme evaluation studies have shown that there is increasing data demonstrating the effectiveness of worksite health promotion achieve long-term improvements in the health of a workforce. Corporate-funded health management efforts have fallen. There has been an increase in scrutiny in recent years. Although the financial impact of a health and wellness programme is often of the utmost importance, sponsors, assessing the program's effects on participants' health and wellbeing is typically of equal interest (Johnson & Johnson's consumer advisory board 1989 unreleased document of survey results. According to several programme evaluation studies, there is increasing evidence that worksite health promotion is effective achieve sustained gains in a workforce's health. Heaney and colleagues conducted a thorough literature assessment of nearly 50 peer-reviewed research spanning over 20 years. Goetzel looked at how multi-component workplace health promotion initiatives affected worker health and results in productivity. The researchers found that workplace programmes might be successful in modifying



employee health behaviours and decreasing if the programmes are correctly designed, executed, and maintained, there will be a reduced health risk over long periods of time. a proper evaluation. They also pointed out that the most effective programmes provide individualised attention. Counselling for risk mitigation and assistance with behaviour modification in the situation of a holistic business culture that promotes health awareness from initiatives for workplace health promotion. Utilizing assessment these researchers investigated the impact of targeted interventions using techniques similar to those described in this article interventions for health promotion at Citibank and among a group of employers. Throughout a two-year period at Citibank, the assessors identified improvements in health risk in 8 out of 10 risk categories. For workers conducting ongoing HRAs as part of a thorough programme to improve one's health. Participants in high-risk programmes further demonstrated their risk profile. compared to regular programme participants. These most recent discoveries support the conclusions of the thorough and focused Heaney and Goetzel review health management programmes may significant factors that affect population health at work. The Johnson & Johnson HWP's description Johnson & Johnson HWP was recently developed with a focus on giving assistance for suitable intervention prior to, during, and following significant health-related occurrences (such as illness, accidents, or harm) happens. Seven key activities made up pre-event management: First, HRA using the Johnson Health Care System by Johnson & Johnson Health & Wellbeing Program, 418 InsightHealth Risk A recommendation for Pathways to Change (PTC) high-risk intervention programmes based on responds to HRA; three) preventative the emphasis on health education and self-responsibility; the provision of health services and screening programmes; and; education and training in health and safety; Job conditions/ergonomics assessments; and workplace drugs and instruction on alcohol awareness. At-event management included ten main tasks: Emergency care, limited non-occupational care, treatment for work-related injuries and illnesses, medical case management with a strong focus on managed care, and increased Health Maintenance Organization enrollment, any necessary modified or alternative duty assignments, and medical monitoring and ensuring compliance with regulations, health risk management programmes, response to key incidents, Advice and recommendations through the employee assistance programme and management and referrals for

substance addiction. Five main activities were the focus of post-event management programmes:

- functional evaluations to track progress
- a return-to-wellness programme;
- monitoring of the drug abuse—post rehabilitation programme;
- critical incident debriefing; and
- modified or alternate duty monitoring. The combined pre-, at-, and post-event management operations covered a wide range of together with corporate services.

Among health and wellness, workplace safety, medical care, disability, return to work, employee assistance, and preventive medicine benefit schemes. The integrated strategy's goal was to maximise employee performance and quick return to work. As stated earlier, one main result anticipated from this improvements in employee health and wellbeing as a result of these cost reductions that follow health improvement measures. Johnson & Johnson provided a bonus to employees who participated in the programme. Participants in the programme will get a \$500 medical benefit plan credit. Employees were invited to take part in a voluntary HRA with biometric data. If they accepted the invitation, they passed the screening and qualified for the credit for medical benefits. Employees were screened to see whether they may be considered "high risk," and if they were, they were then directed to the PTC "high risk" programme. Employees completed the Insight HRA, a questionnaire that measures health risk document with a four-page health evaluation that covers the following risk factors: nutrition (fat and fibre intake), exercising using an aerobics machine, smoking with a pipe, cigar, or chewing tobacco, vehicle security (wearing seatbelts, driving when intoxicated), and blood pressure (systolic and diastolic), total and high-density lipoprotein cholesterol, and body composition (high body fat weight, body fat percentage, and diabetes risk. The PTC high-risk programme was mentioned if health any of the following health risk areas posed significant risks: a high serum (Operationally defined as total cholesterol 240) cholesterol level mg/dL or 35 mg/dL of HDL cholesterol), high blood pressure (measurements of 140/90 mm Hg), or smoking cigarettes (self-identified as smoking). The responses of participants who completed the Insight Survey were used to determine the program's effect on employee health. As part of this evaluation, the results of at least two HRA assessments that were spaced appropriately apart were examined. Among individuals in the high-risk PTC, we also looked at



variations in health risk changes. compared to non-participants, programme. Methods\Sample. The HWP from Johnson & Johnson Over 43,000 Johnson & Johnson employees in the US received in-sight HRA benefits (90% of those eligible) between 1995, the year the newly restructured programme was originally established, and 1999, the endpoint for the current inquiry, for those qualified to participate). High-risk and borderline-risk personnel were evaluated every three years, while low-risk employees were evaluated every five years. susceptible to more regular reevaluations. 4586 people were employed. who took part in a second HRA evaluation earlier than the typical 5-year gap between evaluations, but with at least a year separating testing. The average amount of time between the first and second HRAs for those employees. The median time interval was 33 months (or roughly 24 years), and the administration lasted 32.3 months (Jones, K.2000)

Citing FDA detection of asbestos in a sample, Johnson & Johnson recalls their baby powder

Johnson & Johnson has long maintained that their Baby Powder contains no asbestos, but the US Food and Drug Administration recently discovered asbestos in an internet sample, leading Johnson & Johnson to recall one lot of the product, or around 33 000 bottles.

While the FDA warned customers who purchased Baby Powder from that lot to "stop using it immediately," the firm claimed that it was doing so out of "an excess of caution."

The form of asbestos most frequently linked to negative health effects, chrysotile, was discovered in one of the bottles that the FDA claimed it had examined from two different lots. The agency has a long-running programme where it purchases and tests consumer goods on its own. According to a statement from Johnson & Johnson, the FDA only discovered "sub-trace quantities of chrysotile asbestos contamination (no greater than 0.00002%)."

"The business was unable to confirm if the tested product was genuine or a fake, or whether it had been tainted in some way prior to or during testing.

Awareness of contamination

In order to ensure the safety of its cosmetic talc, Johnson & Johnson "has a rigorous testing standard in place and years of testing, including the FDA's own testing on earlier occasions—and as recently as last month—found no asbestos," the company claimed. Yet, courts in Missouri and New

Jersey ruled that it knew there was asbestos in its baby powder and tried to hide this. Internal business documents referenced in investigations by Reuters and the New York Times, both of which were published last December, appeared to reveal Johnson & Johnson executives and scientists worrying about asbestos contamination of mineral talc. 4 5 A federal grand jury was reportedly looking into whether management had suppressed any knowledge of asbestos contamination, according to Bloomberg News in July.

Numerous judicial challenges

The discovery of a positive FDA test will be welcomed with open arms by the 15 500 US plaintiffs who claim that Johnson & Johnson's talcum powder products are to blame for mesothelioma or ovarian cancer. Johnson & Johnson prevailed in the early talcum cases, but the litigation trend has been shifting against the corporation. A Missouri jury granted 22 defendants a \$4.7 billion (£3.62 billion; €4.21 billion) judgement in December. Ladies who claimed their ovarian cancer was caused by baby powder. The business is also engaged in legal conflict on numerous other fronts. Johnson & Johnson was ordered to pay \$572 million to the state of Oklahoma in August after a judge found that the company had purposefully downplayed the risks associated with opioids. The company is also a defendant in a consolidated federal lawsuit over opioids that has been brought by thousands of cities and counties. A Philadelphia jury last month mandated that Johnson & Johnson pay \$8 billion to a man who suffered from gynecomastia connected to the drug risperidone. Also, the business this week paid \$117 million to resolve vaginal mesh lawsuits from 41 states, despite the fact that thousands of individual claims are still pending. Six of the six patients tested who had mesothelioma, according to a research this month in the Journal of Occupational and Environmental Medicine, revealed asbestos in tissue samples. Talcum powder was utilised by all six. The authors of the paper are talcum lawsuit expert witnesses. This week, two former EPA administrators penned an opinion piece for The New York Times urging the US to outlaw asbestos like more than 70 other nations, including Australia, Canada, New Zealand, the UK, and nearly all of Europe (Dyer, O., 2019)

A randomized controlled study on child tolerance to baby cleaners

In comparison to adult skin, new born skin is more vulnerable to environmental damage



because the epidermis is loosely attached to the dermis, the skin is thinner and less elastic, the epidermal barrier is less established, and there is less melanin present. Because that new born and infantile skin differs anatomically from adult skin and is more sensitive to cleansers, using the right cleanser when bathing them is crucial. The "acid mantle," or the skin's functional ability to generate a surface pH of less than is a significant developmental variable of baby skin. The pH of the skin's surface and its microbial flora are closely related.

The quantity of bacteria might rise and the pH of the skin can change from acidic to neutral, which can lead to a shift in the it is crucial to preserve this acid mantle on infant skin because there are various species present. When used to clean newborn skin, the majority of soaps have an alkaline pH and can change the acid mantle of the skin. Syndets, also known as synthetic detergents, are non-soap surfactants with a pH that is closer to that of normal skin. They also have a lower potential for irritancy, don't cause sensitization, and can maintain or even restore the acid mantle of the skin as well as the "barrier function" of the skin. Neonatal and baby skin is regarded to be more sensitive than adult skin and has several unique properties. The "barrier function" of the skin mostly exists in the epidermis' stratum corneum layer. It consists of keratinocytes, which are made up of proteins and lipids, embedded in a lipid-rich matrix made up of fatty acids, cholesterol, and ceramides. At the epidermis' surface, a different class of lipids is also released. When these lipids come into touch with the environment, they interact with water to form the hydrophilic film, which is crucial for the skin's sensory properties. At the top layers of the epidermis, the lipid component of this hydrophilic film can also penetrate, merging with the epidermal barrier and assisting in its activities. The "barrier function" of the skin may suffer if soaps or detergents that contain surfactants are used. For cleaning newborns and infants, soapless synthetic detergents with a pH of either neutral or slightly acidic are a useful substitute. As they have a pH that is closer to that of normal skin, they do not remove the lipid coating that protects against moisture loss or change the protective "acid mantle." Despite the fact that there are a number of agents on the Asian market, the majority do not disclose their ingredients and offer no discernible advantages for newborns. There aren't many published Asian studies examining the mildness of soaps and cleansers on the physiological parameters of newborn skin utilising instrumental approaches. We looked at

tolerance and security of a fresh infant cleanser mixture that can be applied, rubbed into a lather, and then dried with a soft cloth. In the present investigation, the clinician could not detect any statistically significant irritation in any of the three study groups, demonstrating that the novel liquid cleanser formulation, a cleanser with a long history on the market, and warm tap water were all gentle on the baby's skin. The moisture content in one group at trial start was comparable to baseline in the other groups. The study had this as a flaw. To reach definitive conclusions, more research of the same kind is needed with cleansers being examined having comparable baseline values. All three compounds can be used safely on infants with normal skin because there were no tolerance difficulties with any of them, according to dermatological, instrumental, and consumer self-assessment results. (Dizon, M.V., *et al*,2010).

Satisfaction with customers in the namakkal district with the use of johnson and johnson baby care products

One of the essential components of a stable and long-lasting human relationship is trust. When describing the relationship between a brand and a customer, personal relationships are frequently utilised as a metaphor. In this sense, brand trust demonstrates its significance in establishing the desirable, healthy, and long-term relationship between the brand and the customer as well as in interpersonal relationships. Many research on brand trust have produced significant results regarding how trust is formed and how it affects people. Infant care items are an example of a product category that consumers favoured at one point in time. When their children are older, parents will not typically exhibit a preference for the same product category; instead, they will only do so when a new infant is in their care. Expectations of the effects of brand trust on a positive customer-brand connection in this situation may occur in various dimensions. Brand repurchasing intention, brand extension acceptance, word-of-mouth (WOM), temporary deficiency acceptability, and brand commitment can be used to describe the key principles in brand-customer relationships. The goal is to comprehend how these variables are impacted by brand trust in a product category like newborn care items, where parents plan to have just a transient relationship. Therefore, trust in purchasing selections in the case of baby care items can \stake on significant relevance. Trust can be understood as an effect of the dimension of \sfunctionality. The ability of a brand to maintain its promises and to meet customer wants is the first of



these, which has a technical or competing structure. The second dimension has to do with the intention and expectation that the brand would act sensitively for the welfare or comfort of the client. At this point, investigations to understand the impact of brand trust on purchasing decisions are more important than ever because of parents' increasingly sensitive behaviours connected to functional quality.

Gratitude for Johnson & Johnson Infant Care Goods Numerous Regression Analysis Regression analysis was used to determine the link between the independent factors chosen and the dependent variable's level of satisfaction with Johnson & Johnson baby care products. Since R^2 is 0.986 for level of satisfaction with Johnson's baby care products, it is determined that the multiple linear regression co-efficient is statistically appropriate. It demonstrates that at a statistical significance level of 1%, the independent factors account for 98.6% of the variation in the degree of satisfaction with Johnson's baby care products. According to the data, there is a strong correlation between educational attainment, monthly family income, the number of children living in the household, and the length of time a person has used Johnson's products. According to the analysis, 13.9 percent of respondents are younger than 25 years old, 32.2 percent are between the ages of 26 and 35, 40.9 percent are between the ages of 36 and 45, and 13.1 percent are over the age of 45. The data reveals that 62.6 percent of respondents are women and 37.4 percent of respondents are men. In terms of the respondents' employment status, 12.2 percent of the respondents are employed by the government, 25.2% of the respondents work for private employers, 18.3% are entrepreneurs, and 10.4% of the respondents have other occupations such as housewives, the unemployed, students, etc. Regarding the respondents' educational backgrounds, 18.3 percent of respondents are professionals, 21.7 percent have only completed high school, 32.2 percent have completed college, and 27.8 percent have no formal education. 60.0 percent of respondents have more than one child, compared to 40.0 percent of respondents who have only one child. According to the analysis, the majority of respondents are female, between the ages of 36 and 45, company owners, college graduates, parents of multiple children, regular purchasers, and long-term users. According to the data, there is a favourable correlation between educational attainment, family income per month, the number of children living in the household, and the length of time a person has used Johnson's products. They still feel strongly about price. Many respondents believe that baby care goods should not

cost more than their maximum suggested retail price. Thus, its producers must defend its pricing. The demands of the customer must be ascertained, and they must be met. The satisfaction of the consumers is required in order to achieve the objectives of the company and the welfare of the public. Quality and customer satisfaction are closely related. The liberal government policies have prompted the introduction of new businesses with cutting-edge technology and international partnerships. Hence, Johnson & Johnson Company should keep their customers by increasing their level of satisfaction (Kavitha, M.A. *et al.* 2017).

II. CONCLUSION

Even though there are several brands of baby goods on the market, Johnson & Johnson is able to correctly position its product. In addition to other crucial elements like quality and flavour, Johnson & Johnson's success may be attributable to the fact that nearly all of the goods that kids use are produced. This is critical given the expanding requirements of kids and the rising number of competitors in the market. Johnson & Johnson's should strive to achieve higher levels in terms of acquiring new clients and growing sales. Like in any business, consumer preference and satisfaction are key to its success. Johnson & Johnson's must therefore continue to take steps to comprehend and keep track of consumers whose preferences may vary in light of a number of variables that are present. As a result, Johnson & Johnson must continue to take steps to grasp and track consumers whose preferences may change as a result of market conditions. (Ezhilmaran. M. K., 2019).

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