Democratizing Skin Care:

Neutrogena Skin360™



Logan McGill
Senior Brand Manager, Global Digital Beauty Innovation
Johnson & Johnson Consumer Inc.

Skin is In

Category growth projected

+8%

from 2017 to 2022




NEW
Neutrogena
Sheer Zinc
DRY-TOUCH
SUNSCREEN
50
makeup remover
cleansing towelettes


Neutrogena
MoistureSmooth
color stick


NEUTROGENA
rainbath
restoring
shower and
bath gel
fresh plum
Neutrogena
16 FL OZ (473mL)


NEW
Hydro
Boost
exfoliating
cleanser
gently exfoliates while
boosting hydration for instantly
soft, refreshed skin
HYALURONIC ACID
Neutrogena
DERMATOLOGIST
RECOMMENDED BRAND
NET WT. 5 OZ (141 g)
Neutrogena
1.0 FL OZ (30 mL)
Neutrogena
Hydro Boost
water gel
NET WT. 1.7 OZ. (48 g)









Growth Driven By: New Forms of Skin Care



Growth Driven By:
Ingredient Trends







Growth Driven By: Visual Aesthetics





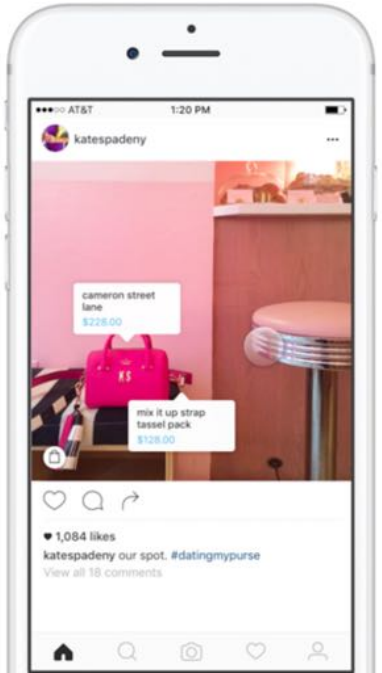




Growth Driven By:
More Places to Shop

amazon

SEPHORA



ULTA BEAUTY







Some say
Fast Beauty
is the New
Fast Fashion



But with fast innovation and more choices than ever, consumer research has revealed that shopping for beauty products can be overwhelming and confusing.

Digital Beauty Innovation Group had just been formed to drive solutions at the intersection of tech + beauty



JLABS
Johnson & Johnson INNOVATION

With an outside-in lens, the team was connected with start up, FitSkin, who had concepted a highly innovative IoT tool that could be leveraged to obtain high-res images of the skin.

Using advanced image processing and J&J R&D expertise, the teams merged to create a solution that could measure and track skin.

After an announcement and demo at CES, Skin360 is now available!

NEW! Neutrogena Skin360™

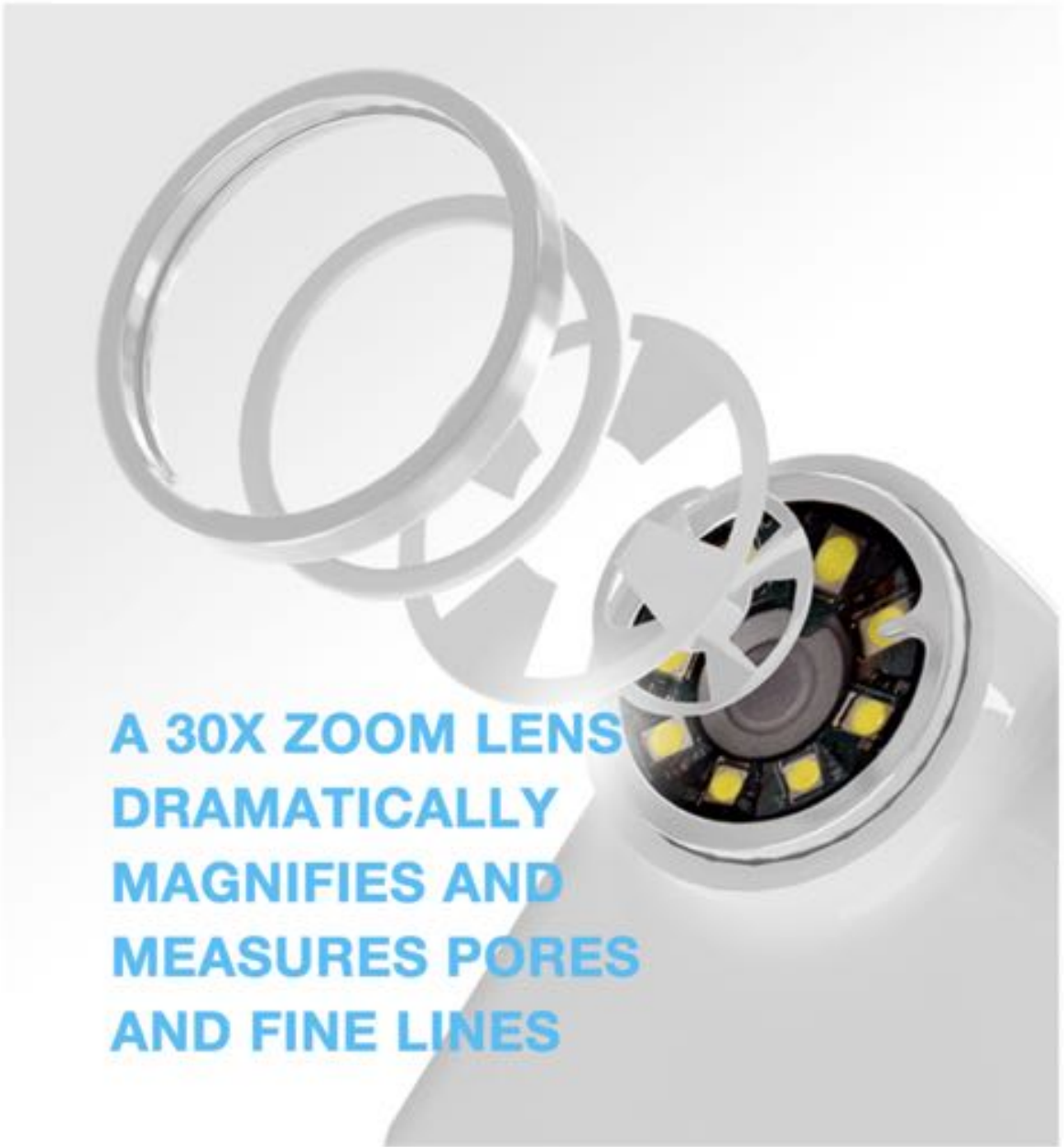
SEE WHAT YOUR MIRROR CAN'T

Discover derm-grade, at-home skin analysis that determines exactly what your skin needs.



READY TO SEE WHAT YOUR MIRROR CAN'T?

AT-HOME, DERM-GRADE TECHNOLOGY

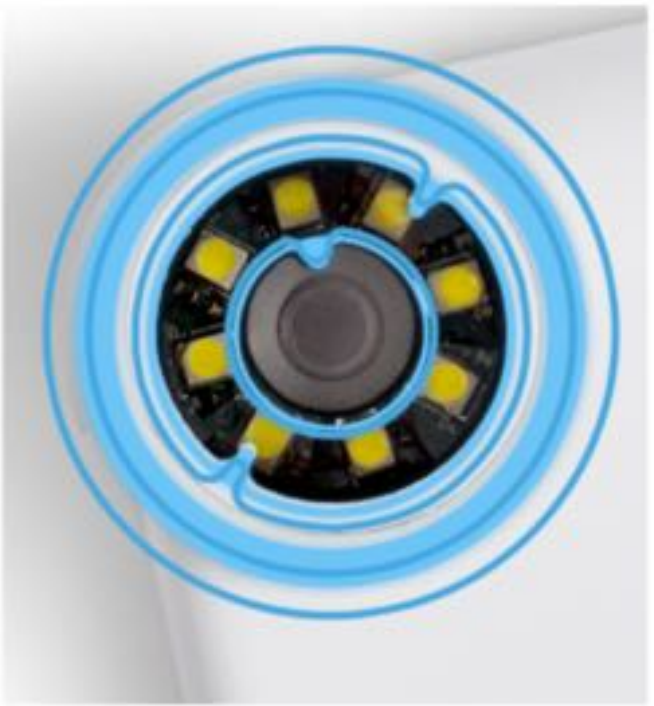


A 30X ZOOM LENS DRAMATICALLY MAGNIFIES AND MEASURES PORES AND FINE LINES



8 HIGH-POWERED LED LIGHTS CREATE A PRECISE LIGHTING ENVIRONMENT

HIGHLY ACCURATE MOISTURE SENSORS SCAN ABOVE AND BELOW SKIN'S SURFACE



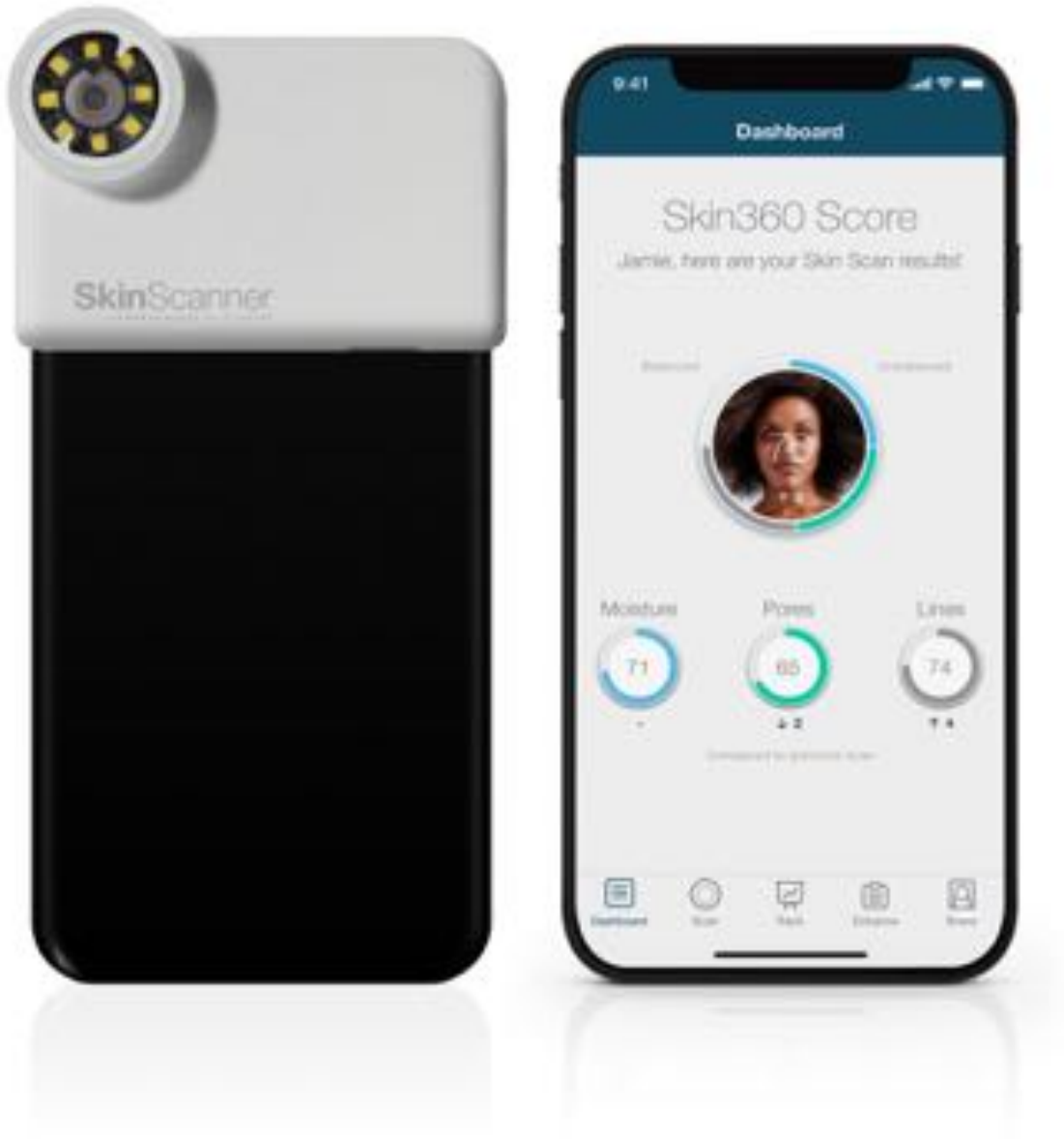
AT-HOME, DERM-GRADE TECHNOLOGY

Decode your skin type with a Skin360 Score

Track changes and measure progress over time

Receive customized advice and skincare tips

Get personalized product recommendations



Success Metrics

Introduce Neutrogena.com as a Key Shopping Destination



Add Value & Utility Beyond the Jar to Deepen Brand Love



BEAUTY'S POWER BRANDS

SKINCARE

1

NEUTROGENA

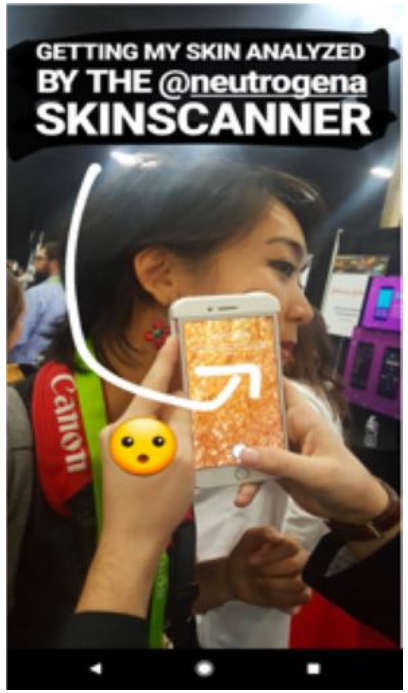
• **NEUTROGENA IS SINGING** the blues—turquoise blue, to be exact, which is the signature color of its booming Hydro Boost moisturizing franchise. Hydroboost grew 29 percent for the 52 weeks ending June 17, 2018, according to IRI, helping to boost the entire category. The brand also showed it can innovate in myriad areas—from being a first to mass market launch with an iPhone-based skin analysis tool to an Ulta exclusive makeup collab with spokesperson Kerry Washington. All that innovation garnered buzz—Neutrogena garnered close to $20 million in earned media value on social media, according to Tribe Dynamics, and also amassed an impressive 11 awards from a wide array of magazines.

Success Metrics

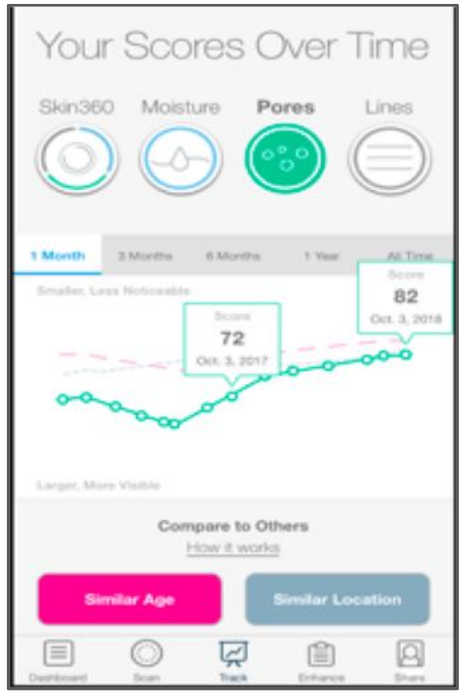
Learning & Iterating

- Secures first-to-market news
- Opens permission to be imperfect, solicit feedback and bring along KOLs
- Cross-functional team merging unique perspectives, skill sets and agile iteration

CES Insight: OMG Skin Moment
Guest Mode Trial without Diluting User History

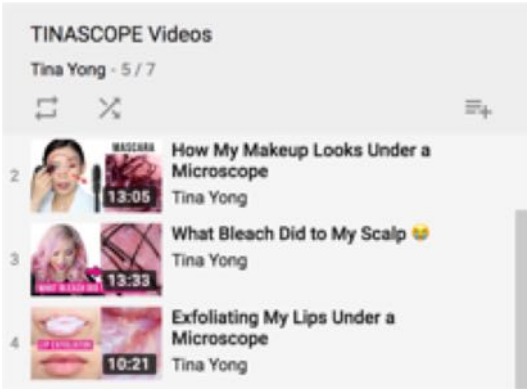


Consumer Insight: What's 'normal'?
Comparing scores by age and location offers context

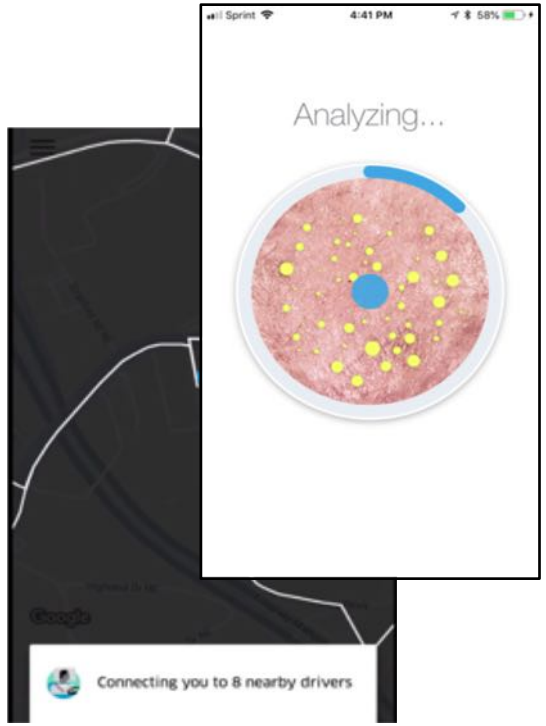


Influencer Insight: Weird & gross wins!
Magnify Mode leaves room for experimentation





Industry Insight: Emotional Design
Build excitement with animation



Is Challenging a Category Easy?

Similar to bringing light therapy, a treatment typically only offered at a dermatologist's office, home, we had to:

- **Drive mass awareness**
- **Introduce the benefits and frustrations**
- **Educate consumers**
- **Establish the category on search**
- **Continually iterate**





Questions?

