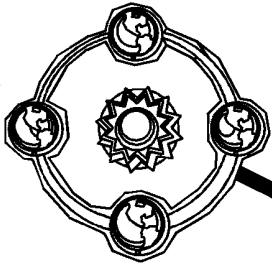
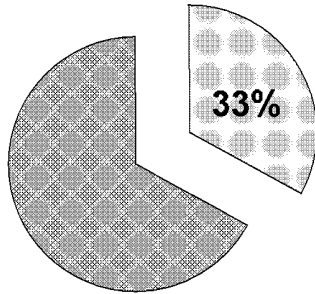


JNJ000407337-JNJ000407340

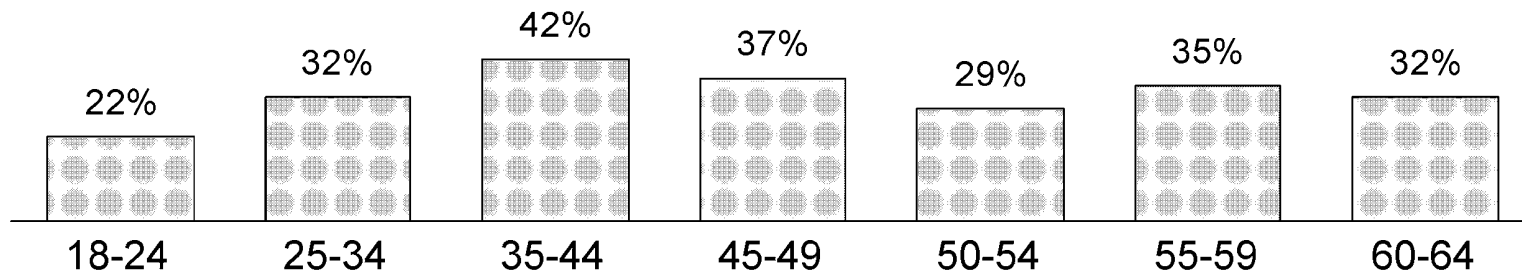
**EXHIBIT
J&J-870**



Powder users represent 33% of body moisturizer users.

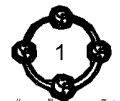


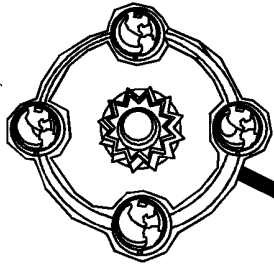
Past 4 Week Usage of Baby/Body Powder



Base: Total respondents

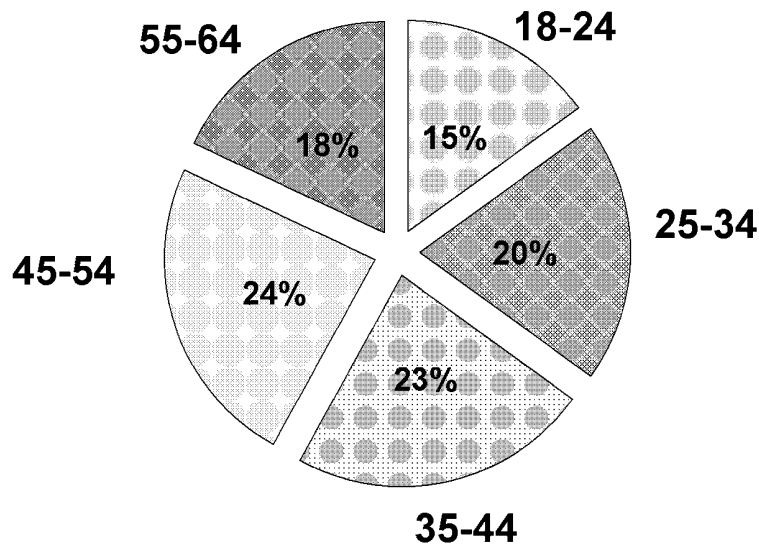
3406 baby_body powder user **deKadt**



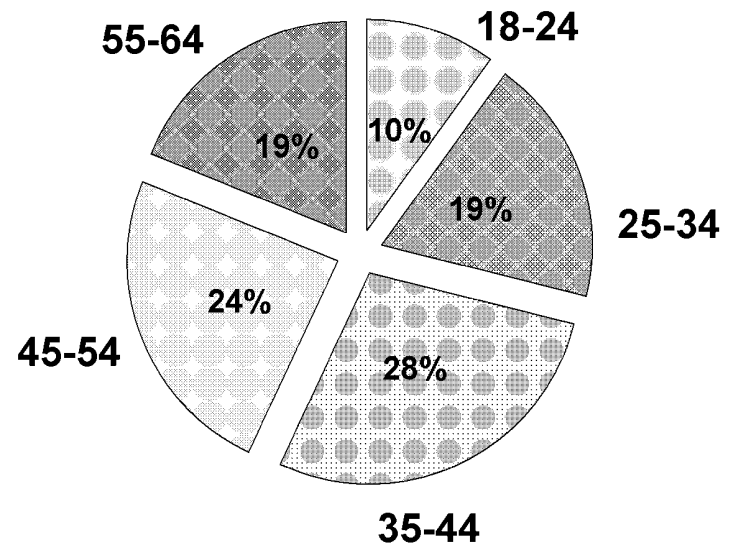


The overall share of Powder users by age is fairly close to that of the population of females 18-64.

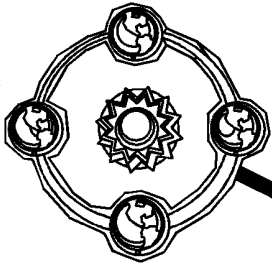
Share of Women



Share of Baby/Body Powder Users⁽¹⁾



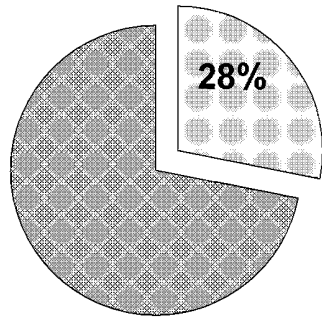
Base: Total respondents
(1) Past 4 week usage



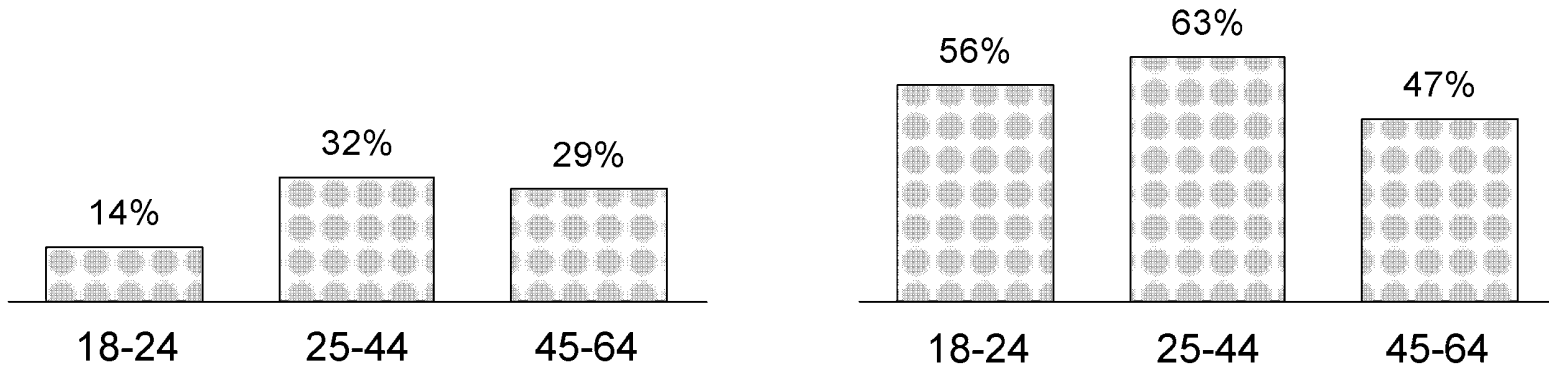
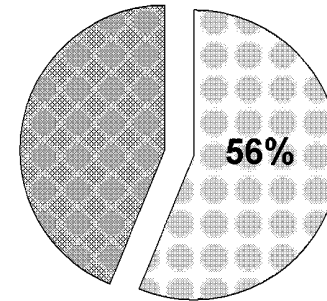
Baby/Body Powder usage is much higher among African-American women than Caucasian women. Incidences among African-American women are highest ages 18-44.

**Past 4 Week Usage of
Baby/Body Powder**

Caucasians



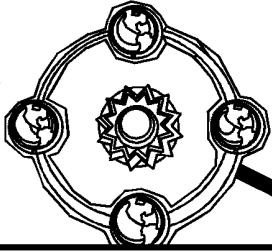
African-Americans



Base: Total respondents



3406 baby_body powder user **deKadt**



Powder users are higher African-American, and weigh more vs. Random

AGE				
	Total	Powder User	Non-Powder User	Diff.
	%	%	%	#
18-24	15	10	19	-5
25-44	43	47	41	+4
45-64	42	42	40	±
Mean	40.6	41.5	39.4	+9

EMPLOYMENT				
	Total	Powder User	Non-Powder User	Diff.
	%	%	%	#
Employed	63	64	63	+1
Full-time	42	44	41	+2
Part-time	21	20	22	-1

EDUCATION				
	Total	Powder User	Non-Powder User	Diff.
	%	%	%	#
Some College/More	70	69	72	-1
Some college	35	38	33	+3
Complete college/ any grad work	35	31	39	-4

ETHNICITY				
	Total	Powder User	Non-Powder User	Diff.
	%	%	%	#
White	76	64	83	-12
Af-Am	19	31	11	+12
Other	6	5	6	-1

HOUSEHOLD INCOME				
	Total	Powder User	Non-Powder User	Diff.
	%	%	%	#
≥\$40k	54	51	56	-3
\$60k +	32	28	36	-4
Mean (\$000)	\$54.8	\$50.9	\$57.7	-\$3.9

WEIGHT				
	Total	Powder User	Non-Powder User	Diff.
	%	%	%	#
Mean	169.0	176.6	164.5	+7.6

Differences are PM Powder Users Total vs. Total Random. Boxes and circles for emphasis only



JNJ000407337

Metadata

AttachCount	0	ORIGINAL
BegAttach	JNJ 000407324	ORIGINAL
Confidentiality	N	ORIGINAL
Custodian	Pappas, Caitlin	ORIGINAL
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DateMod	10/23/2009 12:00 AM	ORIGINAL
DocExt	pptx	ORIGINAL
EndAttach	JNJTALC000487025	ORIGINAL
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OtherCustodians	Miscellaneous	ORIGINAL
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