



To safeguard Baby's Health

BABY'S HEALTH may depend upon the right and judicious use of a good baby powder. But the powder itself must be safe.

The inclusion of starch in a powder is not safe, for starch is liable to ferment.

Stearate of zinc, too, is undesirable, for it will not absorb moisture. It actually repels it.



Purest talc is the one ever-safe base for a Baby Powder. It is absorbent. It prevents chafing. It soothes and cools and protects the skin.

Johnson's Baby Powder is a talc powder made *especially* for Baby. The finest talc obtainable, with boracic and a mild perfume. It is never touched by hand during manufacture. It keeps in perfect condition always.

Johnson's

BABY POWDER

Borated Talcum

A PRODUCT OF JOHNSON & JOHNSON (GT. BRITAIN) LTD., SLOUGH AND LONDON

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