WHAT:  
WHEN:  
TIME:  
ALL WELCOME - 
RSVP:
Our Heritage - Different Measures of Safety

With over 100 years of history, JOHNSON’S® Baby has been a leader in conducting research and sharing scientific findings through professional education, scientific collaborations and publication.

In just the last five years, Johnson & Johnson Family of Consumer Companies has the most peer reviewed clinical studies in baby skincare, and has the only global baby toiletries clinical study conducted on newborns.*

Our Purpose

To support happy and healthy baby development through enriching baby care rituals that unlock and release the full power of the senses.
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Multisensory Stimulation

Can have a profound impact in the first few years of life for happy, healthy baby development.
Multisensory Stimulation

Multisensory stimulation can help promote improved social, emotional, cognitive, and physical development in infants

- A baby’s brain creates up to 1.8 million new synaptic connections per second\(^1\) up to 2 years after birth

- Multisensory stimulation – what a baby feels, sees, hears and smells – promotes the long-term survival of these synaptic connections during brain development\(^1\)

- Within the first 3 years of life, there is rapid development of most of the brain’s neural pathways supporting communication, understanding, social development and emotional well-being\(^2\)

“The environment in which a child grows up has a profound impact on sculpting the brain”\(^2\)
Experiences involving multisensorial stimulation benefit baby’s emotional, cognitive, and physical development.

- Multisensorial Enrichment Increases Alertness in Preterm Infants

Additional benefits:
- Increased feeding
- Earlier hospital discharge (1.6 weeks)
Multisensory Stimulation

Multisensory (auditory, tactile, visual and vestibular) stimulation has been shown to reduce stress reactivity in healthy infants.

Stress directly affects brain development starting during gestation and continues to have an effect as the brain develops during the critical first three years of life.

Mean salivary cortisol (with SE bars) by group at baseline, immediate postintervention and 10 minutes postintervention. Note: Baseline = Time 1, immediately postintervention = Time 2, and 10 minutes postintervention = Time 3. Control Group n at Time 1 = 10; Time 2 = 9; Time 3 = 8. Tactile Group n at Time 1 = 14; Time 2 = 12; Time 3 = 5. ATVV Group n at Time 1 = 16; Time 2 = 10; Time 3 = 6. Cortisol was significantly different between Groups T (Tactile) and ATVV (p<.01) and over time among all three groups (p<.01).

Adapted from White-Traut, et al. 2009
Everyday Routines

Everyday rituals such as bath time are ideal opportunities for multisensorial stimulation.
Everyday Routines

• Rituals such as nappy time, playtime, massage, feeding and bathing can be a calming, soothing experience for baby and promotes bonding between baby and parent or caregiver\(^6\)

• Opportunities for increased skin-to-skin contact

• Bathing has been shown to be helpful in decreasing stress (cortisol) levels\(^7\)
Everyday Routines

Tactile Stimulation
• Reduces stress in babies and parents\(^8,10\)
• Improves preterm weight gain\(^9\)
• Improved maternal mood and anxiety\(^10\)

Visual Stimulation
• Facilitates early communication\(^11\)
• Direct eye contact enhances neural processing\(^11\)
• Provides foundation for social development\(^8\)

Olfactory Stimulation
• Directly linked and influences emotion and memory in the brain\(^14,15\)
• Promotes relaxation and enhanced mood in babies and parents\(^9\)
• Stimulates learning when combined with touch\(^14\)

Auditory Stimulation
• Creates memory for language development\(^12\)
• Improves heart rate\(^13\)
• Promotes bonding between baby and parent\(^11\)
• Reduces parental stress\(^15\)

Benefits of Multisensorial Stimulation
Everyday Routines

Enhancing tactile stimulation: What a baby feels...

- Skin-to-skin contact between newborns and parents improves mother-infant attachment and increases parental sense of well-being\(^\text{16}\)

- An infant massage with oil has greater soothing effects than a massage alone\(^\text{17}\)

- Emollient use can improve skin barrier function\(^\text{18}\)
Everyday Routines

Enhancing tactile stimulation: *What a baby feels*...

- Newborns using a routine of bathing plus moisturising showed significantly lower transepidermal water loss and higher stratum corneum hydration than those bathed with water alone\(^\text{18}\)
Everyday Routines

Enhancing visual stimulation: *What a baby sees...*

- Direct eye contact is a powerful mode of establishing a communicative link\(^\text{11}\)
- From the moment they are born, babies prefer visual stimulation with wide open eyes and a direct gaze\(^\text{11}\)

![Duration of Infant Eye Contact with a Direct or Averted Visual Stimulation](image)

Adapted from Farroni, et al. 2002
**Everyday Routines**

**Benefits of auditory stimulation:**

- Infants hearing their mother’s voice (rather than a stranger’s voice or music) showed enhanced brain activity in the area for linguistic processing suggesting a role in language development\(^\text{19}\).

Boxplot of the individual activations averaged over the left and right clusters for each of the auditory stimulus (arbitrary units). There is a significant left/right asymmetry for both speech conditions (mother’s voice: F(1,6) = 18.52, p = .005; stranger’s voice: F(1,6) = 6.04, p = .049) but not for music F(1,6) < 1.)
Everyday Routines

Enhancing olfactory stimulation: *What a baby smells...*

- Mothers who gave their babies a scented bath were more relaxed, smiled and touched their infants more during the bath\(^7\) *

- Infants given a scented bath looked at their mothers a greater percentage of the bath time, cried less and spent more time in deep sleep after bath\(^7\) *

*Compared to a non-scented bath*
Everyday Routines

Enhancing olfactory stimulation: *What a baby smells*...

- Stress (cortisol) levels of the baby and parent decreased during bath time with a scented product.⁷

Cortisol Levels of Parents and Babies Decrease During Bath Time with Scent.
Everyday Routines

An everyday bath time ritual that includes a warm bath, massage and quiet time is a simple behavioral intervention that:

• Increases quantity and quality of sleep in babies.\(^{20}\)

• Improves mother’s mood.\(^{20}\)

Making Bath Time Part of a Ritual Improves Sleep
Encouraging Parents

• To view bath time and massage as opportunities for multisensorial stimulation can contribute to overall healthy baby development

• A time when today’s busy parents are fully focused on baby (e.g. mobile phones are put away)
Committed to developing the safety, mildness and effectiveness of baby products that enhance multisensorial experiences.

• We understand the unique properties of baby skin. This knowledge drives the creation of products that support happy, healthy baby development.

• Baby skin has unique structural, compositional and functional characteristics compared to adult skin.21
120 years of scientific discovery on baby’s skin.

• We have helped to advance 90% of all publications and peer-reviewed scientific literature on the understanding of baby skin*

• Collaborating with midwives, pediatric skin care specialists and experts in bonding, sleep and behaviour

• Working with the largest global professional healthcare associations dedicated to baby care and development

* Results based on PubMed Searches (2009-2014)
We have one of the most rigorous testing and safety processes.

Safety is Our Legacy

You have our commitment that every Johnson’s baby care product has gone through a rigorous 5-step safety evaluation to ensure we deliver products that are best for your baby.

www.safetyandcarecommitment.com
In Summary

1. Multisensorial stimulation enhances happy, healthy baby development
   • Multisensorial experiences in the first 3 years of life significantly impact brain development
2. Everyday rituals such as bath time are ideal opportunities for incorporating multisensorial stimulation
   • A bath time ritual can promote social, emotional, cognitive, and physical development of babies
3. JOHNSON’S products enrich and amplify the sensorial experience of everyday baby rituals, such as bath time
References


