

**JOHNSONS BABY FIRST TOUCH GIFT SET- zinc oxide**  
**Kenvue Brands LLC**

-----  
**Johnson's Baby First Touch Gift Set**

**DESITIN Maximum Strength Zinc Oxide Diaper Rash**

***Drug Facts***

**Active ingredient**

Zinc Oxide (40%)

**Purpose**

Skin Protectant

**Uses**

- helps treat and prevent diaper rash
- protects chafed skin due to diaper rash and helps seal out wetness

**Warnings**

**For external use only**

**When using this product**

- do not get into eyes

**Stop use and ask a doctor if**

- condition worsens
- symptoms last more than 7 days or clear up and occur again within a few days

**Keep out of reach of children.**

If swallowed, get medical help or contact a Poison Control Center right away.

**Directions**

- change wet and soiled diapers promptly
- cleanse the diaper area
- allow to dry
- apply paste liberally as often as necessary, with each diaper change, especially at bedtime or anytime when exposure to wet diapers may be prolonged

## **Other information**

- store at 20°C to 25°C (68°F to 77°F)
- may stain clothing

## **Inactive ingredients**

Petrolatum, Cod Liver Oil, Lanolin, Zea Mays (Corn) Starch, Glycerin, Beeswax, Sorbitan Sesquioleate, Pentaerythrityl Tetra-di-t-butyl Hydroxyhydrocinnamate, Tocopheryl Acetate, Fragrance

## **Questions?**

Call toll-free **800-720-3843** or **215-273-8755** (collect)

Distributed by:

**Kenvue Brands LLC**

**Summit, NJ 07901**

## **PRINCIPAL DISPLAY PANEL - Kit Package**

**World's**

**# 1**

**baby**

**and child**

**care**

**brand\***

**Johnson's®**

**baby**

**first touch**

gift set

**value**

**pack**

**Gently**

**Cleanse**

**Heal&**

**Soothe**

**Diaper**

**Rash**

**Moisturize**

**Baby's**

**Delicate**

**Skin**

**Healthy Skin**

**=**

**Happier Baby**

**Our 2 Step bath time**

**routine designed to**

**enhance engagement**

**with baby!**

**a selection of gentle products to cleanse,**

**moisturize, and care for baby's delicate skin**

**no added parabens or dyes**

**\*Source Euromonitor International**

**Limited; Beauty and Personal Care 2025**

**ed. As per Baby and Child-Specific Products**

**Category; all retail channels; value sales at**

**RSP; 2024 data.**

**Includes:**

**JOHNSON'S® baby HEAD-TO-TOE® wash & shampoo 13.6 FL OZ (400 ml)**

**DESITIN® Maximum Strength Paste 40% Zinc Oxide Diaper Rash Ointment 2 OZ (57 g)**

**JOHNSON'S® baby lotion 13.6 FL OZ (400 ml)**



# JOHNSONS BABY FIRST TOUCH GIFT SET

zinc oxide kit

## Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:69968-0947
---------------------	----------------	---------------------------	----------------

## Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69968-0947-9	1 in 1 PACKAGE	10/01/2025	

## Quantity of Parts

Part #	Package Quantity	Total Product Quantity
<b>Part 1</b>	1 TUBE	57 g
<b>Part 2</b>	1 BOTTLE	400 mL
<b>Part 3</b>	1 BOTTLE	400 mL

## Part 1 of 3

# DESITIN MAXIMUM STRENGTH ZINC OXIDE DIAPER RASH

zinc oxide paste

### Product Information

Item Code (Source) NDC:69968-0848

Route of Administration TOPICAL

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
ZINC OXIDE (UNII: SOI2LOH54Z) (ZINC OXIDE - UNII:SOI2LOH54Z)	ZINC OXIDE	400 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
PENTAERYTHRITOL TETRAKIS(3-(3,5-DI-TERT-BUTYL-4-HYDROXYPHENYL)PROPIONATE) (UNII: 255PIF62MS)	
PETROLATUM (UNII: 4T6H12BN9U)	
COD LIVER OIL (UNII: BBL281NWFG)	
LANOLIN (UNII: 7EV65EAW6H)	
ZEA MAYS (CORN) STARCH (UNII: O8232NY3SJ)	
GLYCERIN (UNII: PDC6A3C0OX)	
SORBITAN SESQUIOLEATE (UNII: 0W8RRI5W5A)	
BEESWAX (UNII: 2ZA36H0S2V)	
.ALPHA.-TOCOPHEROL ACETATE (UNII: 9E8X80D2L0)	

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69968-0848-2	1 in 1 CARTON		
1		57 g in 1 TUBE; Type 0: Not a Combination Product		

### Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M016	05/27/2024	

## Part 2 of 3

# JOHNSONS BABY HEAD-TO-TOE WASH AND SHAMPOO

baby shampoos [baby products] liquid

## Product Information

Route of Administration TOPICAL

## Other Ingredients

Ingredient Kind	Ingredient Name	Quantity
INGR	PANTHENOL (UNII: WW9CM0067Z)	
INGR	WATER (UNII: 059QF0KO0R)	
INGR	COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
INGR	PEG-80 SORBITAN LAURATE (UNII: 239B50Y732)	
INGR	GLYCERIN (UNII: PDC6A3C0OX)	
INGR	PEG-150 PENTAERYTHRITYL TETRASTEARATE (UNII: 8L4OOQ76AM)	
INGR	PHENOXYETHANOL (UNII: HIE492ZZ3T)	
INGR	SODIUM METHYL COCOYL TAURATE (UNII: JVL98CG53G)	
INGR	SODIUM BENZOATE (UNII: OJ245FE5EU)	
INGR	DECYL GLUCOSIDE (UNII: Z17H97EA6Y)	
INGR	CITRIC ACID (UNII: 2968PHW8QP)	
INGR	ETHYLHEXYLGLYCERIN (UNII: 147D247K3P)	
INGR	ALOE BARBADENSIS LEAF (UNII: ZY81Z83H0X)	
INGR	PPG-2 HYDROXYETHYL COCAMIDE (UNII: 34N07GUJ3X)	

## Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1		400 mL in 1 BOTTLE; Type 0: Not a Combination Product		

## Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
Cosmetic		07/25/2025	

## Part 3 of 3

# JOHNSONS BABY LOTION

lotions, oils, powders, and creams [baby products] lotion

## Product Information

Route of Administration TOPICAL

### Other Ingredients

Ingredient Kind	Ingredient Name	Quantity
INGR	<b>ALOE BARBADENSIS LEAF</b> (UNII: ZY81Z83H0X)	
INGR	<b>COCOS NUCIFERA (COCONUT) OIL</b> (UNII: Q9L0073W7L)	
INGR	<b>WATER</b> (UNII: 059QF0KO0R)	
INGR	<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
INGR	<b>CAPRYLYL GLYCOL</b> (UNII: 00YIU5438U)	
INGR	<b>PANTHENOL</b> (UNII: WW9CM0067Z)	
INGR	<b>CETYL ALCOHOL</b> (UNII: 936JST6JCN)	
INGR	<b>CARBOMER INTERPOLYMER TYPE A (55000 CPS)</b> (UNII: 59TL3WG5CO)	
INGR	<b>PHENOXYETHANOL</b> (UNII: HIE492ZZ3T)	
INGR	<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
INGR	<b>ISOPROPYL PALMITATE</b> (UNII: 8CRQ2TH63M)	
INGR	<b>POTASSIUM CETYL PHOSPHATE</b> (UNII: 03KCY6P7UT)	

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1		400 mL in 1 BOTTLE; Type 0: Not a Combination Product		

### Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
Cosmetic		08/11/2025	

### Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M016	10/01/2025	

**Labeler** - Kenvue Brands LLC (118772437)