

*"Today we're playing
my way, mum!"*



BABY: See — I'm the mama and you're me! How does it feel?

MUM: Terrible! Is this what it's like to be a baby? So many things making your skin uncomfortable?

BABY: Aha, Mum! I just wanted you to see what I go through! Now maybe you'll do right by me — with Johnson's Baby Cream and Johnson's Baby Powder!

MUM: You mean you need both?

BABY: Sure do, Mum! Remember what the experts said? How Johnson's

pure, gentle Baby Cream would smooth me up and help protect me against the "irritating effects of urine"? And how nothing beats Johnson's soft, silky Baby Powder for chasing away those little chafes and prickles?

MUM: Honey child, I haven't been on my toes!



BABY: Get on 'em Mum! And when you see how Johnson's two blessings-to-babies agree with my skin you'll wish you seers me — all the time!

Safe for Baby — Safe for You

Johnson's Baby Powder
Johnson's Baby Cream
Johnson's Baby Soap

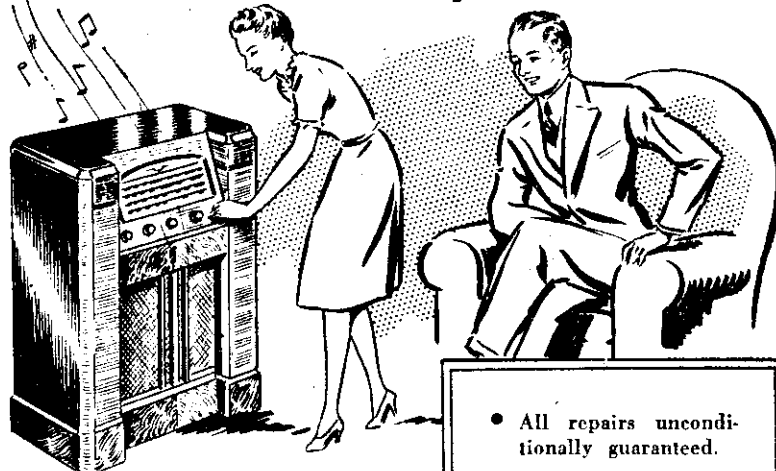


★ Sterilised for your protection in accordance with the regulations.

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