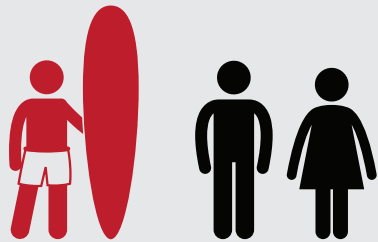
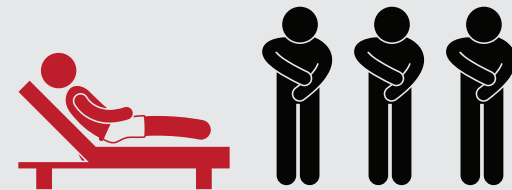


# RECENT STUDY SHOWS THAT CANADIANS REQUIRE MORE EDUCATION ON SUN PROTECTION

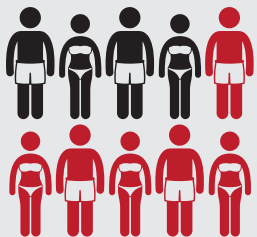
Skin cancer is the most common form of cancer in Canada and although much education on sun protection is currently available to Canadians, a recent Ipsos Reid consumer survey commissioned by the AVEENO® and NEUTROGENA® Brands of Johnson & Johnson Inc. reveals some alarming statistics.



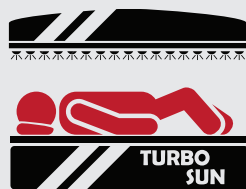
One in three Canadians does not see tanning as a risky behaviour



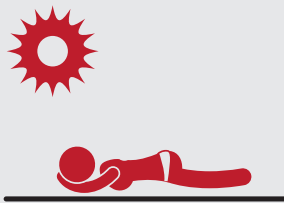
One in every four Canadians does not use sunscreen



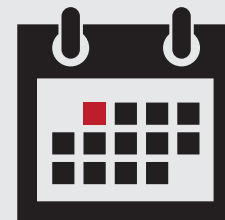
Over 60 percent (61%) of Canadians think they look healthier with a tan



Almost 50 percent of Canadians (48%) think it's important to get a base tan before a vacation in order to avoid sunburns



Over 50 percent of Canadians (54%) think that it is fine to tan as long as they do not burn



69% of Canadians work under the impression that skin cancer is correctible if it is detected early enough



Only one in every 10 Canadians has ever had a skin cancer screening from a dermatologist