

## Nurturing A Legacy

Johnson & Johnson is a global American pharmaceutical, medical devices and consumer packaged goods manufacturer founded in 1886, headquartered New Brunswick, New Jersey, United States.

Johnson & Johnson is known for its corporate reputation, consistently ranking at the top of Harris Interactive's National Corporate Reputation Survey, ranking as the world's most respected company by Barron's Magazine, and was the first corporation awarded the Benjamin Franklin Award for Public Diplomacy by the U.S. State Department for its funding of international education programs.

Johnson & Johnson's brands include numerous household names of medications and first aid supplies. Among its well-known consumer products are the **Band-Aid Brand** line of bandages, **Tylenol** medications, **Johnson's** baby products, **Neutrogena** skin and beauty products, **Clean & Clear** facial wash and **Acuvue** contact lenses.

### Fact File

- **250 operating companies in 57 countries.** Its products are sold in over **175 countries.**
- Approximately **1,19,200 employees** worldwide are engaged in research and development, manufacture and sales of broad range of products in the health care field.
- **\$61.1 billion** in worldwide sales in 2007.

# Johnson & Johnson

Founded in 1886



## History

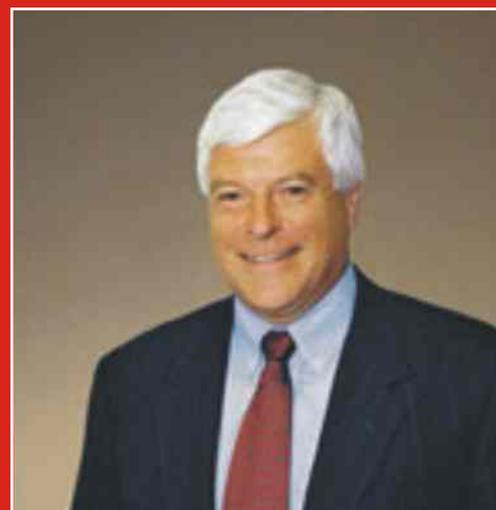
Robert Wood Johnson, inspired by a speech by antiseptic advocate Joseph Lister, joined brothers James Wood Johnson and Edward Mead Johnson to create a line of ready-to-use surgical dressings in 1885. The company produced its first products in 1886 and incorporated in 1887.

## Environmental record

Johnson & Johnson has set several positive goals to keep their company environmentally friendly. Some

examples are the reduction in water use, waste, and energy use, and an increased level of transparency. Johnson & Johnson

agreed to change their packaging of plastic bottles, due to harmful chemicals used in the manufacturing process, switching their packaging of liquids to safe non-PVC containers. The corporation is striving to reduce greenhouse gas by working with the Climate Northwest Initiative and the EPA National Environmental Performance Track program. As a member of the national Green Power Partnership, Johnson & Johnson operates the largest solar power generator in Pennsylvania at its site in Spring House, PA.



William C. Weldon - Chairman of the Board and Chief Executive Officer of Johnson & Johnson

## Pioneering Initiatives

### Campaign for Nursing's Future

This U.S. initiative has championed the nursing profession and helped recruit and retain nurses.



## Strength for Caring

This is a comprehensive online resource and community developed to help family caregivers care for their loved ones and themselves.

## Safe Kids Worldwide

Children die from accidents more than any other cause. J&J is working to put an end to childhood injury and death.

## Beijing 2008 Olympic games

For 20 years, Johnson & Johnson's has promoted health and well being in China. The company continued to carry that torch as sponsor of the 2008 Olympic Games.

## Because We Care, We Act

This advertising campaign currently running in China celebrates the unsung heroes who dedicate themselves to caring for others.

## Having a Baby Changes Everything

This campaign uses real moms and dads in real situations to celebrate the joys of parenthood.



## Awards and Recognition

- J&J ranked 8th on the 2008 in the list of Top 50 Companies by Diversity.
- J&J was recognized by the U.S State Department as the first corporate recipient of the Benjamin Franklin Award for Public Diplomacy for its work with the Safe Kids Worldwide program.
- The company was named one of Fortune Magazine's top 10 Most Admired Companies for 2007.
- J&J was named one of Chief Executive Magazine's Top 10 Best Companies for Leaders for 2007.
- J&J was recognized in 2006 for having the second best corporate reputation in America.
- J&J was named one of the top 100 best places to work for mothers by Working Mother Magazine in 2006.
- The Human Rights Campaign Foundation named J&J one of the best places to work for its commitment to equality in the workplace.

