

A New Look at Johnson & Johnson

From the time people are born, through their school years, first dates, broken bones, cancer diagnoses and more, Johnson & Johnson is there restoring confidence, comfort and hope. We are a company guided by the values set forth in Our Credo, with a bold ambition expressed in Our Purpose: We blend heart, science and ingenuity to profoundly change the trajectory of health for humanity.

Despite our position as the world's largest and most broadly based healthcare company, most only know us for a fraction of who we are. While we are fortunate to hold a trusted place in the hearts and homes of families worldwide through our iconic JOHNSON'S® baby products, the reality is we care for humanity not just during first steps, but throughout every step of life.

To begin to evolve how the world sees Johnson & Johnson and to more overtly bring Our Purpose to life, we are broadening how we talk about ourselves. I am excited to preview with you a new [two-minute](#) video that shares the full breadth of our story and how our 133-year-old company is shaping health and well-being at every age and stage of life. The essence of this video will be captured in a [thirty-second](#) television spot, as well as digital ads that began airing in the U.S. on Monday, May 27. We'll be working with our global teams on strategies to expand this message outside of the U.S. on a market-to-market basis.



For the first time, we are giving those we serve a full view of who we are as a company and how we are changing healthcare and the world around us in ways they perhaps never knew.

At Johnson & Johnson, we tackle diseases such as HIV, make joint replacements, restore heart rhythms, treat mental illness, protect against the sun and so much more. We truly are a “keep you healthy your whole life” company, delivering on Our Purpose.