

LEGAL NOTICE

If You Bought Johnson & Johnson Aveeno Active Naturals Products You May Be Entitled To Cash from A Class Settlement
www.AveenoActiveNaturalsSettlement.com

Para una notificación en español, vaya a
www.AveenoActiveNaturalsSettlement.com

A proposed settlement has been reached in a class action lawsuit about the advertising of some of Defendant Johnson & Johnson Consumer Companies, Inc.'s Aveeno Active Naturals products. The plaintiffs in the lawsuit claim that Johnson & Johnson made misstatements about its Active Naturals Products by describing those products in a manner that implied that the products were entirely natural. Johnson & Johnson denies it did anything wrong, defended itself throughout this litigation, and asserts that its advertising is truthful and consistent with the law. The Court has not decided who is right. Both sides have agreed to settle the dispute to avoid burdensome and costly litigation. The settlement is not an admission of wrongdoing.

Am I a Class Member? You are a Class Member if you bought at least one of the eligible Johnson & Johnson Aveeno Active Naturals Products within the United States, including the District of Columbia and all U.S. territories, including Puerto Rico, Guam, and the Virgin Islands, from May 7, 2007 through June 13, 2017, for individual or household use and not for resale. Excluded from the Class are (i) current and former officers and directors of Defendant; (ii) members of the immediate families of the officers and directors of Defendant; (iii) Defendant's legal representatives, heirs, successors, or assigns, and any entity in which they have or have had a controlling interest; (iv) the judicial officer to whom this lawsuit is assigned; and (v) any person who files a valid and timely Request for Exclusion. More information about the Aveeno Active Naturals Products involved in the settlement is available at www.AveenoActiveNaturalsSettlement.com or by calling 1-855-650-6921.

What Can I Get from the Settlement? A fund of \$6.75 million will be created to pay Class Members for a portion of the cost of the Aveeno Active Naturals Products they purchased, for notice and claim administration costs, attorneys' fees and expenses, and incentive payments to the Class Representatives. As part of the consideration for this Settlement, Johnson & Johnson agrees to remove the term "Active Naturals" from the front label of all in-market Covered Products, where applicable, and if the term "Active Naturals" remains on the back or side of the label and if the product is not comprised entirely of naturally-derived ingredients, include language on the back or side of the label that the Covered Products contain both naturally derived and non-naturally derived ingredients.

Settlement Class Members may submit a properly completed Claim Form and be eligible to receive a cash refund of up to \$2.50 for each eligible Aveeno Active Naturals Product purchased, up to 20 Products per household, without any proof of purchase. Settlement Class Members who claim more than 20 Aveeno Active Naturals Products must submit proof(s) of purchase establishing the purchase(s) during the Class Period. These awards may be subject to pro rata upward or downward adjustment depending on the number of claims approved. A detailed Class Notice and copies of the Claim Form are available at www.AveenoActiveNaturalsSettlement.com or by calling 1-855-650-6921.

What Are My Options?

1. You can accept the Settlement and remain in the class. To ask for a cash payment and stay in the Class, you MUST send in a Claim Form by **February 4, 2018**. You can obtain a Claim Form by calling 1-855-650-6921, mailing a written request for a Claim Form to: Aveeno Active Naturals Settlement, c/o Settlement Administrator, 1801 Market Street, Suite 660, Philadelphia, PA 19103, to info@AveenoActiveNaturalsSettlement.com, or online at www.AveenoActiveNaturalsSettlement.com. By accepting the Settlement, you give up any claims relating to the labeling, marketing, and advertising of the Aveeno Active Naturals Products.
2. If you do not wish to participate in the settlement, you may exclude yourself from the Class by **September 27, 2017**. If you exclude yourself, you cannot get money from this settlement if it is approved.
3. If you are a Class Member, you may also object to any part of the settlement you don't like by **September 27, 2017**, and the Court will consider your views. Your objection must be timely, in writing and must provide evidence of your membership in the Class.

Procedures for submitting a Claim Form, excluding yourself from the Class, or filing objections to the Settlement are set out in the detailed notice available at www.AveenoActiveNaturalsSettlement.com or by calling 1-855-650-6921. If you do nothing you will be bound by the Court's decisions.

The Court will hold a Final Fairness Hearing at 10:00 a.m. on **October 27, 2017** in White Plains, New York. At this hearing, the Court will consider whether the settlement is fair, reasonable, and adequate and whether to approve the Class Representatives' incentive awards of up to \$10,000 each and attorneys' fees and expenses of up to \$2.25 million. You may attend the hearing, and you may hire your own lawyer, but you are not required to do either. The Court will consider timely written objections and will listen to people who have made a prior written request to speak at the hearing. After the hearing, the Court will decide whether to approve the settlement.

What If I Have Questions? This Notice is just a summary. Detailed notice, as well as the Settlement Agreement and other documents filed in this lawsuit can be found online at www.AveenoActiveNaturalsSettlement.com. For more information, you may contact the Settlement Administrator by telephone at 1-855-650-6921; by mail at Aveeno Active Naturals Settlement, c/o Settlement Administrator, 1801 Market Street, Suite 660, Philadelphia, PA 19103; or by email at info@AveenoActiveNaturalsSettlement.com.