

# Exhibit A

# Neutrogena

**Neutrogena** is an American brand of skin care, hair care and cosmetics, that is headquartered in Los Angeles, California.<sup>[1]</sup> According to product advertising at their website, Neutrogena products are distributed in more than 70 countries. Neutrogena was founded in 1930 by Emanuel Stolaroff, and was originally a cosmetics company named **Natone**. It is now part of the US-based Johnson & Johnson conglomerate, which bought the independent company in 1994.<sup>[2]</sup>

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## History

In 1930, Emanuel Stolaroff started a small company called **Natone**. Soon, it grew into a larger business, and he started expanding it into retail markets.<sup>[3]</sup> Stolaroff met Belgian chemist Edmond Fromont in 1954, and acquired the rights to distribute his patented formula of a mild clear soap that cleared the skin, without drying it, in the US.<sup>[1]</sup> By then, Lloyd Cotsen had entered the Stolaroff family by marrying his daughter Joanne Stolaroff.<sup>[4]</sup> In 1962, the company name was officially changed to Neutrogena Corporation; Cotsen became president in 1967.<sup>[5]</sup>

The company listed publicly on the NASDAQ in 1973, with a market value of \$1.2 million. Cotsen started marketing soap through 2 major channels: dermatologists and luxury hotels.<sup>[6]</sup> Neutrogena managed to stay clear of any major pricing wars, like those of other big corporations of that generation. It launched product lines in acne and anti-aging areas.<sup>[4]</sup> In 1982, profits reached US\$3 million, and Cotsen was named the CEO.<sup>[4]</sup>

In 1994, Johnson & Johnson acquired Neutrogena for \$924 million, at a price of \$35.25 per share.<sup>[7]</sup> Johnson & Johnson's international network helped Neutrogena boost its sales and enter newer markets including India, South Africa, and China. Priced at a premium, Neutrogena products are distributed in over 70 countries. The company has major subsidiaries in Canada, United Kingdom, South Korea and India.<sup>[1]</sup>

## Products

Neutrogena carries a wide range of products for the skin (face and body) and hair, including specific product lines for acne, anti-aging and sun protection.

Product lines include:<sup>[1]</sup>

### Neutrogena



<b>Type</b>	Subsidiary
<b>Industry</b>	Consumer Packaged Goods
<b>Founded</b>	1930
<b>Founder</b>	Emanuel Stolaroff
<b>Headquarters</b>	Los Angeles, United States
<b>Area served</b>	Worldwide
<b>Revenue</b>	<span>▲</span> \$16 billion USD (2010)
<b>Parent</b>	Johnson & Johnson
<b>Website</b>	Neutrogena.com (http://www.neutrogena.com/)

- [Body and bath products](#)
- [Cleansers](#)
- [Cosmetics](#)
- [Hair products](#)
- [Men's skin care](#)
- [Moisturizers](#)

## Spokesmodels

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Neutrogena is well known for its commercials, both in print and on [television](#), that feature various spokesmodels. These spokespeople are usually popular young men and women in the field of entertainment. Notable Neutrogena spokesmodels include:

- [Nicole Kidman](#), actress (*Lion*)
- [Mischa Barton](#), actress (*The O.C.*)
- [Kristen Bell](#),<sup>[8]</sup> actress (*Veronica Mars*, *Heroes*, *Gossip Girl*)
- [Josie Bissett](#), actress (*Melrose Place*)
- [Julie Bowen](#), actress (*Ed*, *Lost*, *Boston Legal*, *Modern Family*)
- [Jennifer Freeman](#), actress (*My Wife & Kids*)
- [Jennifer Garner](#), actress (*Alias*)
- [Angie Harmon](#), actress/fashion model (*Fun with Dick and Jane*, *Law & Order*)
- [Jennifer Love Hewitt](#), singer/actress (*Party of Five*, *Time of Your Life*, *Ghost Whisperer*)
- [Vanessa Hudgens](#), singer/actress (*High School Musical*, *Bandslam*)
- [Miranda Cosgrove](#),<sup>[9]</sup> actress/singer (*iCarly*, *Drake & Josh*)
- [Kristin Kreuk](#), actress (*Edgemont*, *Smallville*)
- [Diane Lane](#), actress
- [Natascha McElhone](#),<sup>[10][11]</sup> actress (*Californication*)
- [Mandy Moore](#), singer/actress (*A Walk to Remember*, *Because I Said So*)
- [Connie Nielsen](#), actress (*Rushmore*)
- [Hayden Panettiere](#), actress
- [Kelly Preston](#), actress
- [Emma Roberts](#),<sup>[12]</sup> actress (*Unfabulous*, *Hotel for Dogs*)
- [Gabrielle Union](#), actress (*Bring It On*)
- [Prachi Desai](#), actress (*Rock On!!*, *Once Upon a Time in Mumbai*)
- [Deepika Padukone](#), actress (*Om Shanti Om*)
- [Queen Latifah](#), actress, singer (*Last Holiday*)
- [Paola Rey](#), actress, model
- [Kerry Washington](#), actress (*Scandal*)
- [Samantha Ruth Prabhu](#),<sup>[13]</sup> actress/model
- [Aimee Cheng-Bradshaw](#), model and television personality
- [Bella Thorne](#), actress (*Shake It Up*)
- [Olivia Holt](#),<sup>[14]</sup> actress (*Kickin' It*, *I Didn't Do It (TV Series)*)
- [Sang In Kim](#), model (*Asia's Next Top Model (cycle 4)*)
- [Cindy Chen](#), model (*Asia's Next Top Model (cycle 5)*)
- [Nomzamo Mbatha](#), actress (*Isibaya*)

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3. [Neutrogena Official Facebook Page | \(http://www.facebook.com/home.php?ref=hpskip#!/Neutrogena?sk=info\)](http://www.facebook.com/home.php?ref=hpskip#!/Neutrogena?sk=info)
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## External links

- [Official website \(http://neutrogena.com/\)](http://neutrogena.com/)

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