

## QC hospitals to get 3,500 newborn kits

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Nearly 2 million babies are expected to be born in 2021 with over 200,000 unplanned births, according to the Commission on Population and Development ( POPCOM). As the world continues to fight against the pandemic, however, it is no surprise that today's pregnant women are frantic and anxious in an otherwise joyous and exciting journey.



Understanding the evolving realities of parents and the need to protect newborns, JOHNSON'S, a global leader in healthcare, continues to partner with Mercury Drug Foundation Inc. ( MDFI) to provide gentle protection to babies in need. Now in its third year, the partnership aims to raise 3,500 newborn kits for mothers and babies in Quezon City.

“In today's world of uncertainty, fear, and confusion, our commitment to being parents' trusted partner and ensuring the protection of babies and kids has never been stronger. We are thrilled to continue our meaningful partnership with MDFI in line with our pursuit of a gentler, better world where every baby thrives,” said JOHNSON'S Marketing Director, Justine Anne Gaurino- Aruta.

This year, JOHNSON'S and MDFI has chosen the **Quezon City Government** as the partnership's beneficiary. With almost 3 million in population, Quezon City is the most populous city in Metro Manila and the largest city in the country to be hit by the pandemic.

A total of 3,500 new born kits, containing JOHNSON'S CottonTouch wash 200ml, Cottontouch lotion 200ml, Messy Times Wipes 20s, and JOHNSON'S Baby Powder 50g, will be turned over to 12 hospitals and lying in centers in Quezon City. Recommended by pediatricians and dermatologists, JOHNSON'S wash and lotion provides 100 percent Gentle Skin Protection against dryness, redness, irritation, germs, and pollution helping ensure the health and protection of babies' first line of defense— their skin.

“In 2019, with help of parents all over the country, we were able to produce and turnover 3,600 maternity kits to hospitals and birthing centers in Luzon, Visayas, and Mindanao. Once again, we hope to rally parents nationwide to extend gentleness into helping babies who need protection the most,” said MDFI Executive Director Annie Fuentes.