

Neutrogena is one of the world's most recognized skincare brands, widely known for its "dermatologist-recommended" status and science-backed formulas.¹ Now a flagship brand of **Kenvue** (formerly part of Johnson & Johnson), it has transitioned in 2025 to a "Beauty to a Science" campaign, focusing on clinical transparency.²

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Quick Brand Overview

- **Founded:** 1930 (originally as Natone; renamed Neutrogena in 1962).³
- **Headquarters:** Skillman, New Jersey, USA.⁴
- **Key Identity:** Accessible clinical skincare often used as a bridge between drugstore brands and professional dermatological treatments.⁵
- **Market Reach:** Distributed in over 70 countries.⁶

Primary Product Lines

Line	Primary Benefit	Key Ingredients
Hydro Boost	Intensive hydration	Hyaluronic Acid, Electrolytes, Amino Acids
Retinol Boost	Anti-aging & fine lines	Pure Retinol, Myrtus Plant Extract
Clear & Defend	Acne & breakout control	2% Salicylic Acid (BHA)
Norwegian Formula	Dry/chapped skin repair	High concentration of Glycerin
Purescreen+	Mineral sun protection	Zinc Oxide, Titanium Dioxide
Collagen Bank	Youth preservation	Vegan Collagen, Antioxidants

Key Technologies & Ingredients

- **Helioplex® Technology:**⁷ A stabilized sunscreen technology that provides superior broad-spectrum UVA/UVB protection without breaking down under sunlight.⁸
- **Purified Hyaluronic Acid:**⁹ Naturally found in skin, this acts as a sponge for dry skin cells, absorbing up to 1,000 times its weight in water.¹⁰

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- **Accelerated Retinol SA:** A unique combination of Retinol, Glucose Complex, and Hyaluronic Acid designed to deliver faster visible results than traditional retinol.
- **Polyhydroxy Acids (PHAs):** Used in their "Skin Detox" and newer exfoliating lines to provide gentle chemical exfoliation suitable for sensitive skin.

Dermatologist & Safety Facts

- **Recommendation Status:** Historically marketed as the "#1 Dermatologist Recommended" brand in the US for acne and sun protection.
- **Non-Comedogenic:** Most facial products are formulated not to clog pores, making them a staple for acne-prone individuals.
- **Clinical Focus:** In 2025, the brand launched the "**Beauty to a Science**" initiative, providing more public access to their clinical trial data and ingredient sourcing to combat skincare misinformation.¹¹

Sustainability & Ethics (2025 Status)

- **Animal Testing:** Neutrogena is **not certified cruelty-free**.¹² While they do not test on animals themselves where possible, they sell in markets (like mainland China) where animal testing may still be required by law for certain categories.¹³

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- **Packaging:** The brand has committed to making 100% of its plastic packaging recyclable, reusable, or compostable by 2030.
- **Vegan Options:** Many products (like the Collagen Bank line) are formulated without animal-derived ingredients, but the brand as a whole is not classified as a vegan brand due to its parent company's testing policies.¹⁴

Common Best-Sellers

1. **Hydro Boost Water Gel:** A lightweight moisturizer that pioneered the "water-gel" texture in drugstores.¹⁵
2. **Oil-Free Acne Wash:** A classic orange-colored cleanser containing 2% Salicylic Acid.¹⁶
3. **Ultra Sheer Dry-Touch Sunscreen:** Known for its non-greasy, matte finish.¹⁷
4. **Makeup Remover Cleansing Towelettes:** One of the most-sold makeup wipes globally (though now moving toward compostable versions).¹⁸