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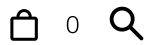
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OUR HISTORY

At Neutrogena®, we are driven by a responsibility to create science-backed skin care that everyone can access.

1930

Emanuel Stolaroff founded Natone, a supplier of film-industry beauty salons.



FEEDBACK



1954

Stolaroff discovered a patented, clear liquid soap formula that easily rinsed off skin and arranged to import the Neutrogena® product to department stores and drug stores, beginning his mission to make science-backed skin care accessible for all.

1962

Neutrogena® soap became so popular, the company officially made it their name.



1967 – 1973

FEEDBACK



Lloyd Cotsen began promoting the benefits of Neutrogena® soap to the medical profession, cementing a strong relationship with the dermatology community. By 1973, research efforts were expanded to create more safe and premium-quality skin care products.

1980

Neutrogena® entered the hair care market, attracting a new wave of health-forward beauty customers.



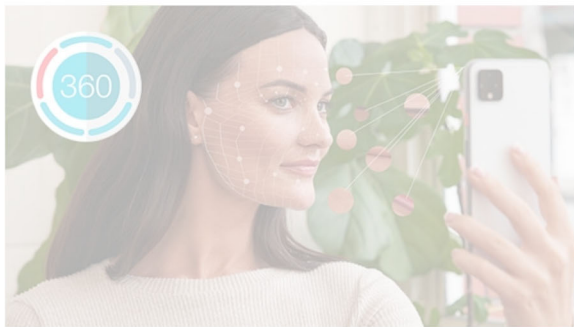
1983

We introduced Oil-Free Moisturizer – the first moisturizer with SPF – paving the way for skin care that combines hydration and sun protection.

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FEEDBACK

2006 – 2011

Through the years, Neutrogena® launched new products to allow even more affordable access to high-quality skin care. HELIOPLEX® Technology, Hydro Boost and Rapid Wrinkle Repair® have since become a staple in any routine.



2018

Neutrogena Skin360® created access to personalized skin care for all skin types – the first revolutionary technology of its kind.

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FEEDBACK

NOW & IN

THE FUTURE

We will keep fighting to break down barriers until we achieve skin health for all. This mission means providing access to skin health expertise, education and products designed for everyone's needs.



WHAT'S NEXT FOR NEUTROGENA®

Our dedication to developing safe, healthy skin care has evolved into a passion for making our products safe and healthy for the planet. This commitment to sustainability starts with advancing our standards for ingredients, packaging, sourcing and social responsibility.

SHARE YOUR GLOW

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x
FEEDBACK



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Healthcare Professionals

Our Promise

CUSTOMER SERVICE



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- [Contact Us](#)
- [Discontinued Products](#)
- [Light Therapy Mask Recall Statement](#)
- [Aerosol Sunscreen Voluntary Recall Statement](#)

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- [Care Club - Loyalty Program](#)
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FEEDBACK