



U.S. SECURITIES AND EXCHANGE COMMISSION

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**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 10-K

**ANNUAL REPORT PURSUANT TO SECTION 13 OF
THE SECURITIES EXCHANGE ACT OF 1934**

For the fiscal year ended December 30, 2018

Commission file number 1-3215

JOHNSON & JOHNSON

(Exact name of registrant as specified in its charter)

New Jersey

(State of incorporation)

**One Johnson & Johnson Plaza
New Brunswick, New Jersey**

(Address of principal executive offices)

22-1024240

(I.R.S. Employer Identification No.)

08933

(Zip Code)

Registrant's telephone number, including area code: **(732) 524-0400**
SECURITIES REGISTERED PURSUANT TO SECTION 12(b) OF THE ACT

Title of each class	Name of each exchange on which registered
Common Stock, Par Value \$1.00	New York Stock Exchange
4.75% Notes Due November 2019	New York Stock Exchange
0.250% Notes Due January 2022	New York Stock Exchange
0.650% Notes Due May 2024	New York Stock Exchange
5.50% Notes Due November 2024	New York Stock Exchange
1.150% Notes Due November 2028	New York Stock Exchange
1.650% Notes Due May 2035	New York Stock Exchange

Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act. Yes ☐ No ☒

Indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or Section 15(d) of the Exchange Act. Yes ☐ No ☒

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Exchange Act during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes ☒ No ☐

Indicate by check mark whether the registrant has submitted electronically every Interactive Data File required to be submitted pursuant to Rule 405 of Regulation S-T during the preceding 12 months (or for such shorter period that the registrant was required to submit such files). Yes ☒ No ☐

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K is not contained herein, and will not be contained, to the best of registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K. ☐

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, a smaller reporting company, or emerging growth company. See the definitions of "large accelerated filer," "accelerated filer," "smaller reporting company," and "emerging growth company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer ☒

Accelerated filer ☐

Non-accelerated filer ☐

Smaller reporting company ☐

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). Yes ☐ No ☒

The aggregate market value of the Common Stock held by non-affiliates computed by reference to the price at which the Common Stock was last sold as of the last business day of the registrant's most recently completed second fiscal quarter was approximately \$325 billion.

On February 15, 2019, there were 2,663,138,579 shares of Common Stock outstanding.

DOCUMENTS INCORPORATED BY REFERENCE

Parts I and III: Portions of registrant's proxy statement for its 2019 annual meeting of shareholders filed within 120 days after the close of the registrant's fiscal year (the "Proxy Statement"), are incorporated by reference to this report on Form 10-K (this "Report").

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CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS

18. Segments of Business and Geographic Areas

(Dollars in Millions)	Sales to Customers			% Change	
	2018	2017	2016	'18 vs. '17	'17 vs. '16
CONSUMER					
Baby Care					
U.S.	\$ 422	449	488	(6.0)%	(8.0)
International	1,436	1,467	1,513	(2.1)	(3.0)
Worldwide	1,858	1,916	2,001	(3.0)	(4.2)
Beauty					
U.S.	2,403	2,335	2,135	2.9	9.4
International	1,979	1,865	1,762	6.1	5.8
Worldwide	4,382	4,200	3,897	4.3	7.8
Oral Care					
U.S.	637	616	648	3.4	(4.9)
International	918	915	920	0.3	(0.5)
Worldwide	1,555	1,531	1,568	1.6	(2.4)
OTC					
U.S.	1,850	1,716	1,675	7.8	2.4
International	2,484	2,410	2,302	3.1	4.7
Worldwide	4,334	4,126	3,977	5.0	3.7
Women's Health					
U.S.	13	12	19	8.3	(36.8)
International	1,036	1,038	1,048	(0.2)	(1.0)
Worldwide	1,049	1,050	1,067	(0.1)	(1.6)
Wound Care/Other					
U.S.	436	437	455	(0.2)	(4.0)
International	239	342	342	(30.1)	0.0
Worldwide	675	779	797	(13.4)	(2.3)
TOTAL CONSUMER					
U.S.	5,761	5,565	5,420	3.5	2.7
International	8,092	8,037	7,887	0.7	1.9
Worldwide	13,853	13,602	13,307	1.8	2.2
PHARMACEUTICAL					
Immunology					
U.S.	9,073	8,871	8,846	2.3	0.3
International	4,047	3,373	3,122	20.0	8.0
Worldwide	13,120	12,244	11,968	7.2	2.3
REMICADE®					
U.S.	3,664	4,525	4,842	(19.0)	(6.5)
U.S. Exports	436	563	782	(22.6)	(28.0)
International	1,226	1,227	1,342	(0.1)	(8.6)
Worldwide	5,326	6,315	6,966	(15.7)	(9.3)

<u>SIMPONI / SIMPONIARIA®</u>					
U.S.	1,051	954	959	10.2	(0.5)
International	1,033	879	786	17.5	11.8
Worldwide	2,084	1,833	1,745	13.7	5.0
<u>STELARA®</u>					
U.S.	3,469	2,767	2,263	25.4	22.3
International	1,687	1,244	969	35.6	28.4
Worldwide	5,156	4,011	3,232	28.5	24.1
<u>TREMFAYA®</u>					
U.S.	453	62	—	*	*
International	91	1	—	*	*
Worldwide	544	63	—	*	*
<u>OTHER IMMUNOLOGY</u>					
U.S.	—	—	—	—	—
International	10	22	25	(54.5)	(12.0)
Worldwide	10	22	25	(54.5)	(12.0)
Infectious Diseases					
U.S.	1,378	1,358	1,461	1.5	(7.0)
International	1,926	1,796	1,747	7.2	2.8
Worldwide	3,304	3,154	3,208	4.8	(1.7)
<u>EDURANT® / rilpivirine</u>					
U.S.	58	58	52	0.0	11.5
International	758	656	521	15.5	25.9
Worldwide	816	714	573	14.3	24.6
<u>PREZISTA® / PREZCOBIX® / REZOLSTA® / SYMTUZA®</u>					
U.S.	1,169	1,109	1,143	5.4	(3.0)
International	786	712	708	10.4	0.6
Worldwide	1,955	1,821	1,851	7.4	(1.6)
<u>OTHER INFECTIOUS DISEASES</u>					
U.S.	151	191	266	(20.9)	(28.2)
International	382	428	518	(10.7)	(17.4)
Worldwide	533	619	784	(13.9)	(21.0)
Neuroscience					
U.S.	2,574	2,630	2,628	(2.1)	0.1
International	3,503	3,356	3,457	4.4	(2.9)
Worldwide	6,077	5,986	6,085	1.5	(1.6)
<u>CONCERTA® / Methylphenidate</u>					
U.S.	229	384	468	(40.4)	(17.9)
International	434	407	395	6.6	3.0
Worldwide	663	791	863	(16.2)	(8.3)
<u>INVEGA SUSTENNA® / XEPLION® / INVEGA TRINZA® / TREVICTA®</u>					
U.S.	1,791	1,590	1,343	12.6	18.4
International	1,137	979	871	16.1	12.4
Worldwide	2,928	2,569	2,214	14.0	16.0