

~~W. H. Steinberg~~ To Joe Quince M.

Central File

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- cc: Dr. R. A. Fuller
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- Mr. J. Hadley
- Dr. J. E. Willson
- Dr. R. E. Faust
- Dr. R. L. Sundberg
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- Mr. W. Ashton
- Mr. R. G. Schoel
- Mr. J. T. Dettre

June 17, 1966

RECEIVED

JUN 21 1966

TO: Dr. G. Hildick-Smith

SUBJECT: JOHNSON's Baby Powder
Talc Aspiration

JOHNSON & JOHNSON
PHARMACEUTICAL RESEARCH
R. L. SUNDBERG

Reference is made to the attached note from Mr. J. Dettre forwarding an article by Drs. Hughes and Kalmer which appeared in June, 1966 American Journal of Diseases of Children.

Baby Powder represents the cornerstone of our baby products franchise. In addition, we have a large investment in a talc mine. I am concerned over the conclusions drawn in the article, quote:

"In conclusion, it is strongly urged that talcum powder be removed from the environment of children and the traditional association of talcum powder and babies be abandoned. It has no medicinal value; wherever placed it serves as a foreign body; and at least three deaths and an unknown morbidity have resulted from this silicate powder."

Would it be possible for us to initiate basic work to explore this phenomenon either to obtain data to refute this problem or to develop mechanisms to reduce the hazard.

W. H. Steinberg
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