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New BAND-AID Product Aims to Support Diversity

NEW BRUNSWICK, N.J., March 6, 2024 — BAND-AID is adding an addition to the OURTONE product line, Flexible Fabric Adhesive Bandages. These new bandages provide options for Black and Brown skin tones.

The product is made with MEMORY-WEAVE fabric for flexible protection and a QUILT-AID pad to protect the skin. The shades available are BR45 (30 count), BR55 (30 count) and BR65 (30 count).

This release is in partnership with the National Black Nurses Association (NBNA) and the Foundation of National Student Nurses' Association (NSNA) to provide professionals and student nurses with financial support as they pursue their career in healthcare. This partnership was sparked by the fact that only 1 in 10 nurses in the United States is Black. BAND-AID would like to diversify the field and give back to these associations.

“It’s no secret that the current climate is extremely polarizing and, as a result, certain people feel left out of the conversation. Now more than ever, it’s important that brands like Johnson & Johnson take a leadership role in demonstrating the importance of diversity,” said Joe Anthony, Chief Executive Officer of Hero Collective. Hero Collective is a Black-owned, digital agency that Johnson & Johnson Consumer Health (JJCH) worked with to launch the new product.

BAND-AID — BAND-AID was created by Earle Dickinson in 1920. The company is now owned by Johnson & Johnson consumer health. BAND-AID produces products to promote safety and keep you prepared. It is the #1 doctor recommended bandage brand.

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