

BAND-AID® Brand MAGIC VISION™ App Brings Nickelodeon's Teenage Mutant Ninja Turtle To 'Boo-Boos' Everywhere This Fall

NEW YORK, Sept. 17, 2013 /PRNewswire/ -- BAND-AID® Brand Adhesive Bandages, a leading iconic brand of Johnson & Johnson Consumer Companies, Inc., announced today the addition of Nickelodeon's *Teenage Mutant Ninja Turtles* to its MAGIC VISION™ App. Beginning this fall, parents can unlock fun filled activities for their kids by [downloading](#) the free MAGIC VISION™ App using a device with IOS 6 or higher (including iPhone® 5, iPhone® 4/s, iPad® 2+, etc.¹) and scanning a BAND-AID® Brand Adhesive Bandages box featuring *Teenage Mutant Ninja Turtles*.

The [BAND-AID® MAGIC VISION™ App](#) featuring Nickelodeon's *Teenage Mutant Ninja Turtles* allows families to unlock a special world where the characters appear on their devices in stunning view. When parents and kids scan the BAND-AID® Brand Adhesive Bandages box, they activate a variety of *Teenage Mutant Ninja Turtles* activities including Connect The Dots, Target Practice, Tile Flip Puzzles, Spin 'N Say Boards and more. As an added bonus, in the 'Extras' section of the app, users can scan individual bandages to unlock exclusive *Teenage Mutant Ninja Turtles* content and save them for use as background images on their devices.

"For nearly 100 years, BAND-AID® Brand has been a family staple as a source of healing, comfort and protection to help turn moments of hurt into moments of nurturing care," said Mikio Fujitsuka, Senior Brand Manager, BAND-AID® Brand Adhesive Bandages. "Now, parents can use this innovative application to 'heal the heart' by entertaining their kids during the traumatic moment of getting a cut or scrape."

"We're so excited to bring these new and innovative BAND-AID® Brand Adhesive Bandages featuring *Teenage Mutant Ninja Turtles* to fans of the series," said Samantha Kanter, Vice President, Packaged Goods, Nickelodeon Consumer Products. "With the MAGIC VISION™ App, minor bumps and bruises no longer have to be a scary experience for kids — it can be an exciting adventure."

Nickelodeon's *Teenage Mutant Ninja Turtles* premiered Sept. 29, 2012 and was an instant hit, drawing almost 12 million viewers during its premiere weekend, and is currently the number-one new animated series for boys, 2013 to date. Funnier and with more ninjutsu than ever before *Teenage Mutant Ninja Turtles* explores the companionship of four teenage brothers learning to rely on themselves and one another as they unravel the mystery of their existence and grow to become the heroes in a half-shell that they are destined to be. The premiere episode was executive produced by Ciro Nieli, Joshua Sternin & J.R. Ventimilia and Peter Hastings. The series airs regularly on Nickelodeon, Saturday mornings at 11a.m. ET/PT. The *Teenage Mutant Ninja Turtles* property won the 2013 TOTY Awards for Property of the Year and Boy Toy of the Year.

About BAND-AID® Brand Adhesive Bandages

[BAND-AID® Brand Adhesive Bandages](#), leading iconic brand of Johnson & Johnson Consumer Companies Inc., have long been a staple in a family's first-aid kit as a source of healing, comfort and protection, and as the brand has expanded over the years, so too has the technology and innovation behind it. BAND-AID® Brand has moved from offering strictly bandages to becoming a brand that offers a wide variety of products to meet the diverse needs of today's active families and their lifestyles. For more information visit www.band-aid.com and "like" BAND-AID® Brand on Facebook at www.facebook.com/bandaid.

About Nickelodeon

Nickelodeon, now in its 34th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 18 consecutive years. For more information or artwork, visit www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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