

# Johnson & Johnson's \$100 Million Settlement is Overdue for Black & Hispanic Women

According to FORBES October 14, 2020, **Johnson & Johnson**, a longtime undisputed leader in talcum powder and a staple in Black American households, is guilty of racist marketing tactics. **J&J commonly distributed samples of its iconic [baby powder to beauty salons and churches](#) throughout the Black community, putting these communities at a greater health risk.** Investigations by Reuters revealed advertising campaigns sought to focus on geographical areas that were predominantly underdeveloped with higher Black and brown populations.

It was also found that special emphasis was placed on areas that were known for its humid weather. Baby powder mostly consists of talc, a mineral used to keep skin dry. They strategically distributed this product to a lesser sophisticated consumer in a geographical region that warranted high use of the product.

**All of these reasons are why J&J was ordered to pay \$2.12 billion in damages by a Missouri court in May 2019.** J&J issued a recall of the company's baby powder after the Food & Drug Administration [detected a type of asbestos](#), a known carcinogen, in a product sample in October 2019.

Johnson & Johnson has settled these 1,000 talc powder lawsuits "without an admission of liability" and continues to claim that the company's "talc is safe, does not contain asbestos and does not cause cancer." For women who used talc powder and have developed ovarian cancer, **this settlement serves as an important reminder that it's not too late to get justice.**