

# Brand Spotlight : Insights and Ratings

Explore Expert Reviews, Consumer Ratings, and a Comprehensive Overview of Your Favorite Brands.



Brand Name	Clean & Clear
Company	Johnsons & Johnsons
Category	Personal Care - skin care
Market	urban_major_cities,semi_urban_areas,nationwide
Rating Updated	29th Apr 2026

## Brand Audit Summary for Clean & Clear

Clean & Clear is a global skincare giant specifically designed for young adults and teenagers. Originally launched by Revlon and later acquired by Johnson & Johnson (now under Kenvue), the brand carved out a niche by focusing entirely on "problem skin" like oiliness and breakouts. In Pakistan, it has become a household name through iconic products like its Foaming Facial Wash and Essentials line, positioning itself as a bold, supportive friend to young people navigating puberty.

A detailed consumer survey and expert audit reveal the following insights into the brand's performance:

### Final Brand Story

The definitive "starter brand" for young skin, Clean & Clear is the go-to specialist for teenagers battling oil and acne with high-energy, relatable branding.

### Quality Score : 84.5%

Effective for acne but basic vs Olay

### Familiarity : 95%

Strong youth recognition in Pakistan

### Affordability : 84.5%

Slightly expensive vs local brands like Saeed Ghani

### Availability : 84.5%

Strong retail presence

### Trust : 84.5%

Backed by global reputation but not premium trust

### Customer Loyalty : 74.5%

Youth shift to Korean/skincare trends reduces loyalty

### Brand Messaging : 95%

Clear acne-focused communication

### Sustainability : 84.5%

No strong sustainability positioning



Overall Score

**A**  
85.72%



TRUST	Trusted	A	
CUSTOMER LOYALTY	Moderate	B+	
BRAND MESSAGING	Strong and Consistent	A+	
SUSTAINABILITY	Basic Steps	A	
INNOVATION	Innovative	A	

## Brand Index Analysis

Clean & Clear dominates the "entry-level" market because it understands its demographic perfectly: the Gen Z and Alpha consumer. Their marketing focuses on confidence and clear skin without the complexity of medical jargon. While premium brands focus on anti-aging, Clean & Clear maintains its crown in oil control and affordability. However, as consumers become more ingredient-savvy, the brand faces pressure from "cleaner" rivals to move away from harsh sulfates and artificial fragrances.

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### **Innovation : 84.5%**

Limited innovation; largely stagnant product line