Kenvue – South African trademarks

Updated 8 November 2026

Kenvue is a consumer health company spun off from Johnson & Johnson in 2023. Its brands include Band-Aid, Listerine, Neutrogena, Johnson's and Panado.

How Kenvue has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#296
largest trademark owner in South Africa (of 121,626)

199
trademarks filed

5
different logos published since 2020

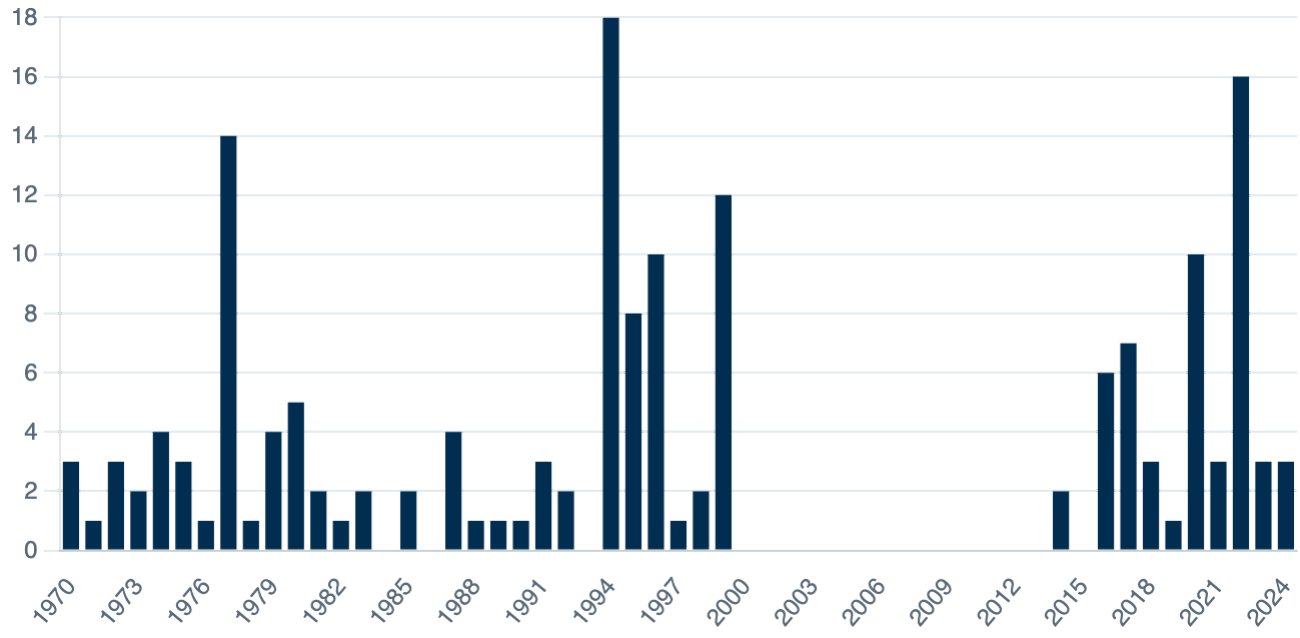
18
of 45 classes used

1917
first trademark filed

55
filed in the last 10 years

A portfolio built over time

Kenvue filed its first South African trademark in 1917 and has filed 199 since; its busiest year was 1994, with 18 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

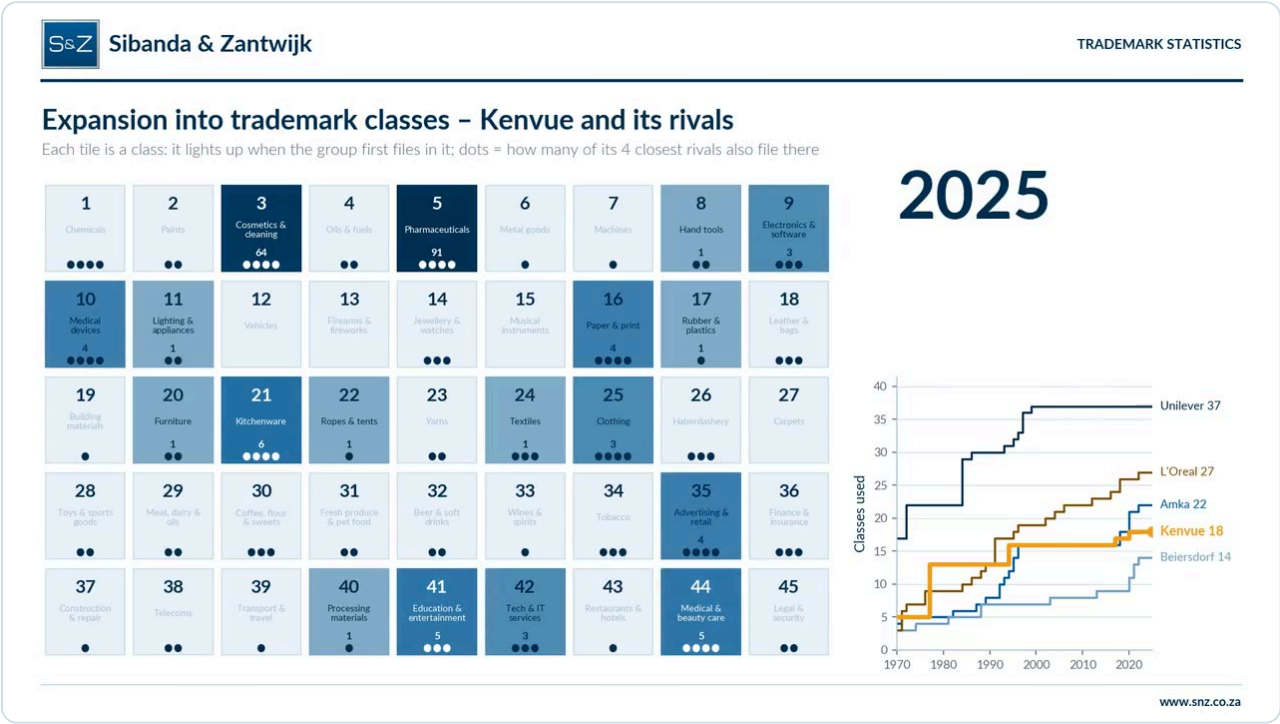
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Kenvue	475	1917–2025

Where Kenvue expanded its business

Trademark classes show what a business sells. Kenvue's portfolio is concentrated in pharmaceuticals (class 5), cosmetics & cleaning (class 3), kitchenware (class 21). Its most recent moves were into advertising & retail (2020), electronics & software (2017), medical & beauty care (1994).

Kenvue trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/kenvue-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
5 Pharmaceuticals	91	45.7%	1917
3 Cosmetics & cleaning	64	32.2%	1917
21 Kitchenware	6	3.0%	1932
41 Education & entertainment	5	2.5%	1977
44 Medical & beauty care	5	2.5%	1994
10 Medical devices	4	2.0%	1956
16 Paper & print	4	2.0%	1977
35 Advertising & retail	4	2.0%	2020

The brands Kenvue protects most

The word marks and logo names Kenvue has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	BAND-AID	13	11	1956–1977
2	KENVUE	9	9	2022–2022
3	NEUTROGENA	8	5	1974–2017
4	REALISE THE EXTRAORDINARY POWER OF EVERYDAY CARE	7	7	2022–2022
5	LISTERINE	6	3	1917–1932
6	CLEAN & CLEAR	5	3	1994–2024
7	CLINICALLY MILDNESS PROVEN	4	4	1994–1994
8	FOR PEOPLE WITH SKIN	4	4	2020–2020
9	NEUTROGENA SKIN FORWARD	4	4	2020–2020
10	NO MORE TEARS	4	2	1971–1995
11	TEK	3	3	1959–1959
12	SAVLON	3	2	1955–1979
13	BODY CLEAR	2	2	1999–1999
14	CETOSHAMPOO	2	2	1995–1995
15	COOL MINT LISTERINE	2	2	1991–1991

Logos filed most often (since 2020)

3 filings · 3 classes

3 filings · 3 classes

1 filing · 1 class

1 filing · 1 class

1 filing · 1 class

Kenvue's logos

The 5 different logos Kenvue has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

3 classes

3 classes

1 class

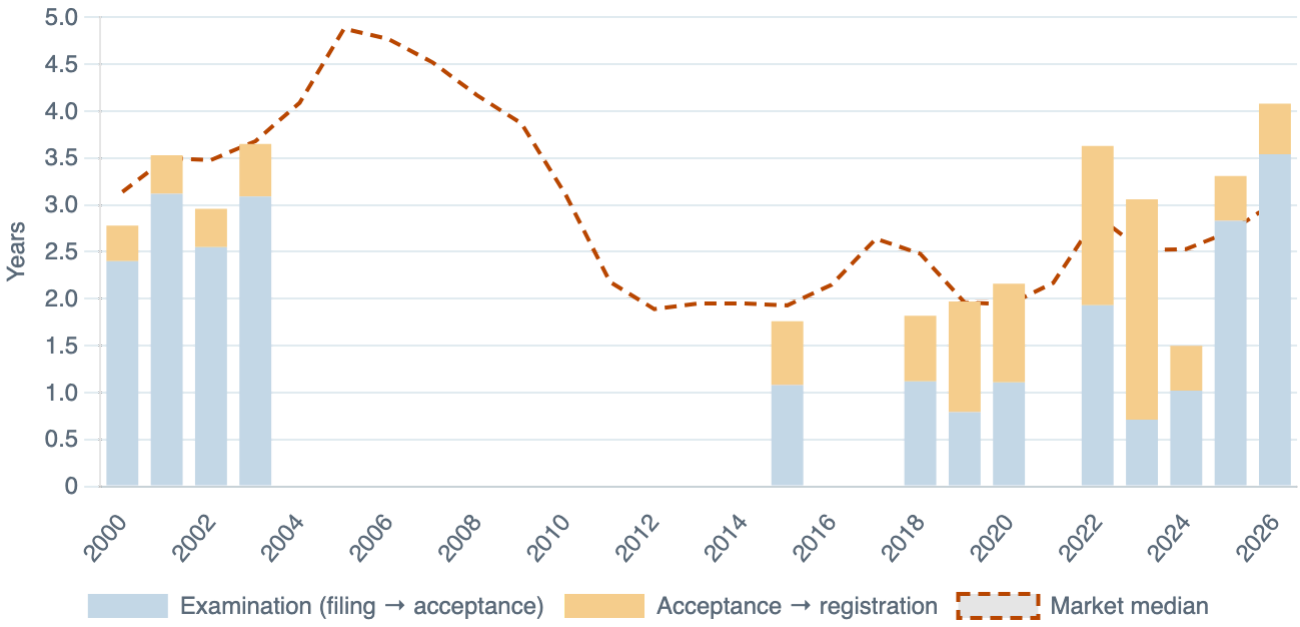
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Kenvue's marks took a median of **4.1 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.3 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 4.1 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.



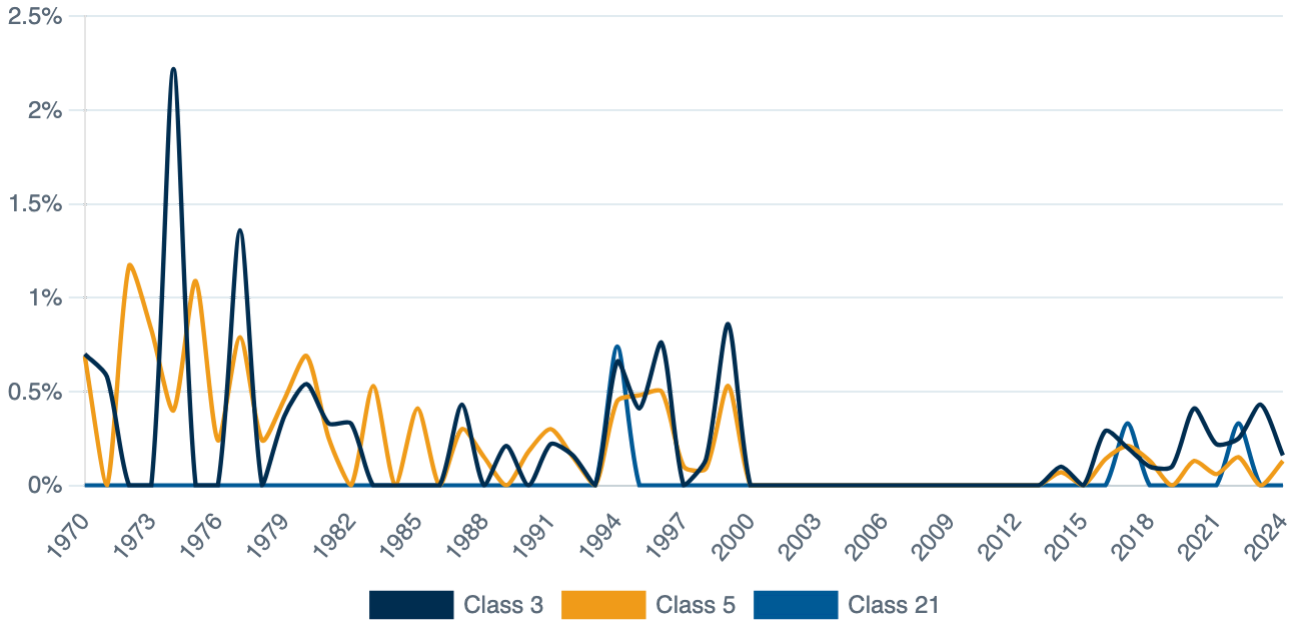
Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came

through that year.

Who files the most in Kenvue's classes

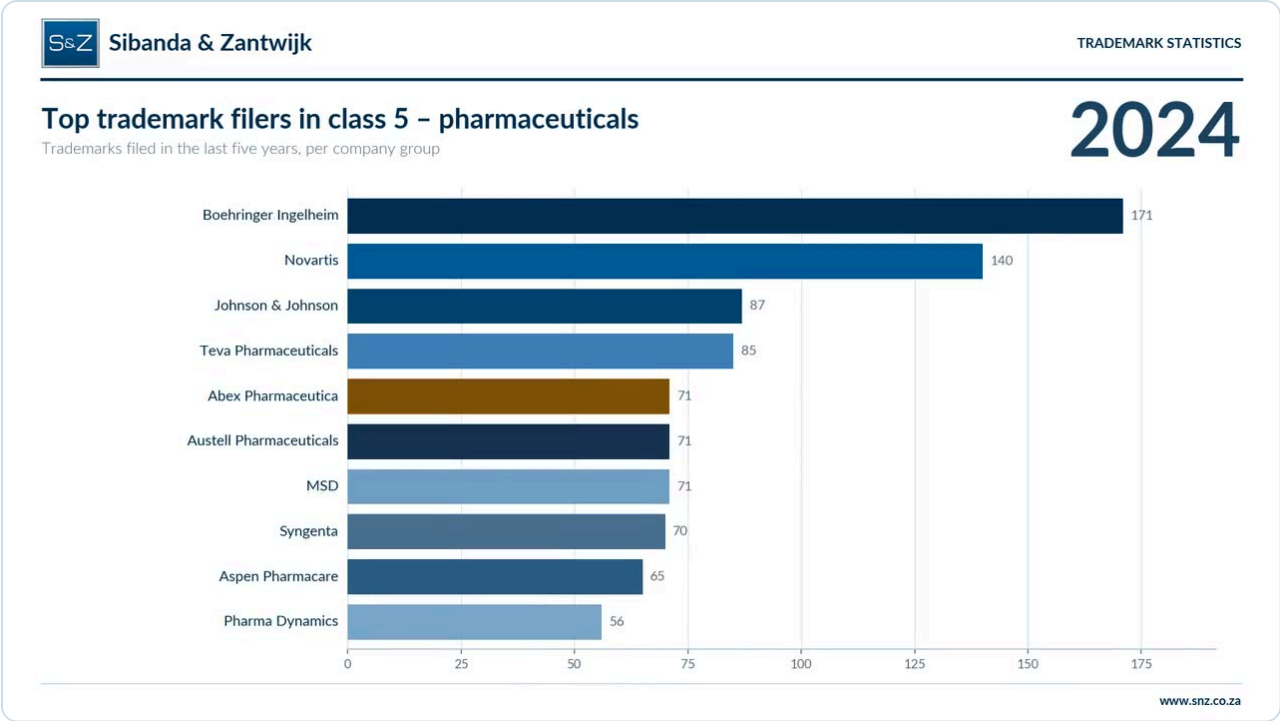
> Ranked by **number of trademarks filed in Kenvue's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Kenvue's market position, not who is most like it.

In the last five years, Kenvue was **#170** of 2,050 filers in class 5 (pharmaceuticals), with 6 of 6,111 trademarks; **#29** of 1,836 filers in class 3 (cosmetics & cleaning), with 12 of 3,958 trademarks; **#676** of 817 filers in class 21 (kitchenware), with 1 of 1,364 trademarks.



Kenvue's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 5 (pharmaceuticals), South Africa 1975–2024: Kenvue



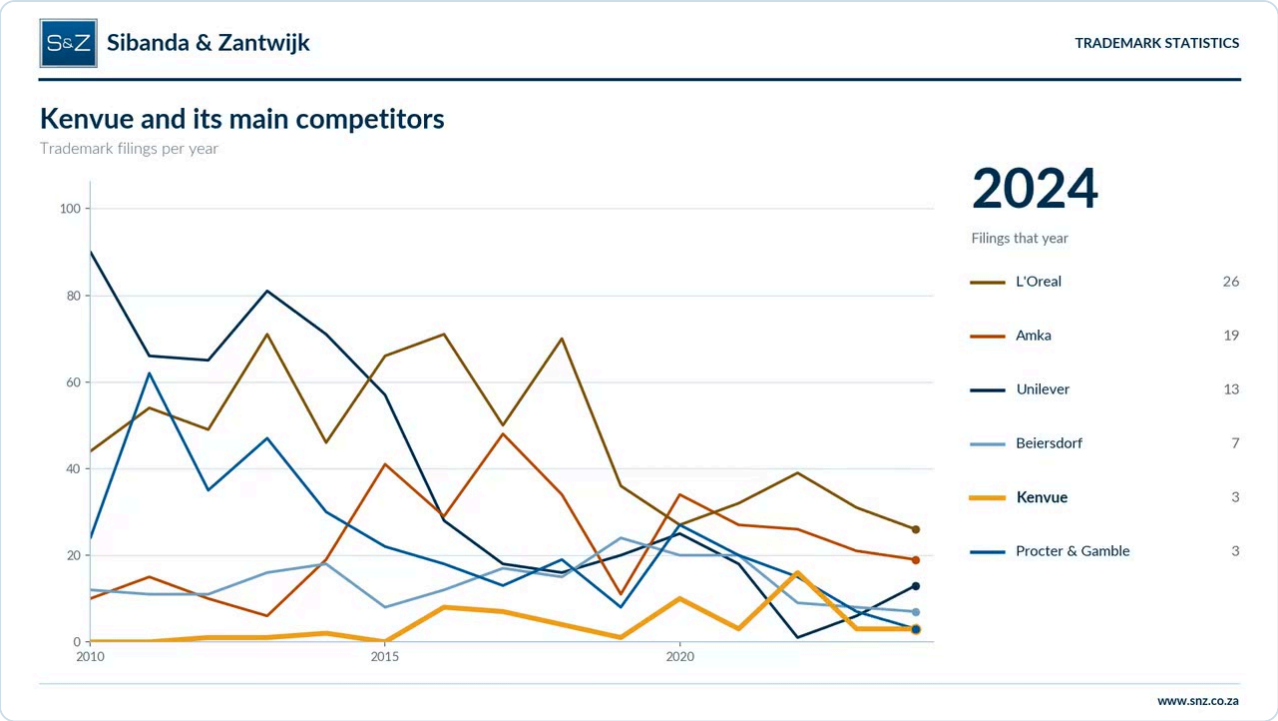
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/kenvue-south-african-trademarks/class-5-race-video.html

Main competitors – the companies most like Kenvue

> Ranked by **how similar their whole trademark portfolio is to Kenvue's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Kenvue's closest competitors in South Africa are Unilever, Amka, Beiersdorf and L'Oreal.

Kenvue trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/kenvue-south-african-trademarks/competitors-video.html

Trademark filings per year: Kenvue (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Unilever	Direct competitor	76%
2	Amka	Direct competitor	75%
3	Beiersdorf	Direct competitor	75%
4	L'Oreal	Direct competitor	75%
5	Procter & Gamble	Direct competitor	73%
6	Reckitt	Direct competitor	72%
7	Clinique Laboratories	Direct competitor	71%
8	Botle Buhle Brands	Direct competitor	70%
9	Johnson & Johnson	Related field	74%
10	SC Johnson	Related field	73%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Kenvue – relevant export countries

South Africa exported **US$2.7 billion** of the goods Kenvue's main classes cover in the last year – pharmaceutical preparations; dietary supplements; nutritional supplements; acne (class 5); cosmetics; skin; body; lotions (class 3); toothbrushes; dental floss; exfoliating pads (class 21); medical apparatus; bandages; diagnostic; examination (class 10); sheets (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Kenvue's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	74	US$171 m	+3%	National	US$2,388
2	United States of America	73	US$104 m	+2%	National	US$3,425
3	United Kingdom	65	US$56 m	-0%	National	US$1,371
4	Japan	60	US$13 m	-3%	National	US$1,774
5	Canada	59	US$9.0 m	+1%	National	US$2,192
6	Australia	59	US$41 m	-2%	National	US$2,380
7	Namibia	57	US$381 m	+8%	ARIPO	US$450
8	Russian Federation	55	US$1.4 m	-2%	National	US$1,915
9	Hong Kong SAR	53	US$2.3 m	+2%	National	US$1,715
10	United Arab Emirates	53	US$112 m	+4%	National	US$14,375

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	57	US$381 m	+8%	ARIPO	US$450 S&Z
2	Zimbabwe	53	US$264 m	+6%	ARIPO	US$450 S&Z
3	Botswana	53	US$336 m	-2%	ARIPO	US$450 S&Z
4	Mozambique	52	US$238 m	+4%	ARIPO	US$450 S&Z
5	Nigeria	51	US$40 m	-4%	National	US$1,015 S&Z
6	OAPI (17 states)	50	US$29 m	+5%	National	US$1,563 S&Z
7	Malawi	48	US$66 m	+19%	ARIPO	US$450 S&Z
8	Lesotho	47	US$102 m	+14%	National	US$326
9	Morocco	47	US$1.6 m	+12%	National	US$1,408
10	Tanzania	46	US$41 m	-8%	ARIPO	US$450 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
BAND-AID	11	US$2,233	US$2,671
KENVUE	9	US$1,827	US$2,302
NEUTROGENA	5	US$1,015	US$1,563
REALISE THE EXTRAORDINARY POWER OF EVERYDAY CARE	7	US$1,421	US$1,932
LISTERINE	3	US$609	US$1,194

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Kenvue's five most-filed brands: word marks of **other companies** (not Kenvue's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to BAND-AID (classes 3, 5, 41; searched 2018-05-30 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to KENVUE (classes 3, 5, 21, 41, 44; searched 2020-02-26 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to NEUTROGENA (classes 3, 5, 9, 10, 21; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to REALISE THE EXTRAORDINARY POWER OF EVERYDAY CARE (classes 3, 5, 9, 35, 41, 42, 44; searched 2018-02-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to LISTERINE (classes 3, 5, 21; searched 2022-07-27 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. **We are a technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management

Every renewal date in your portfolio tracked and paid online.

Competitor watch

Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

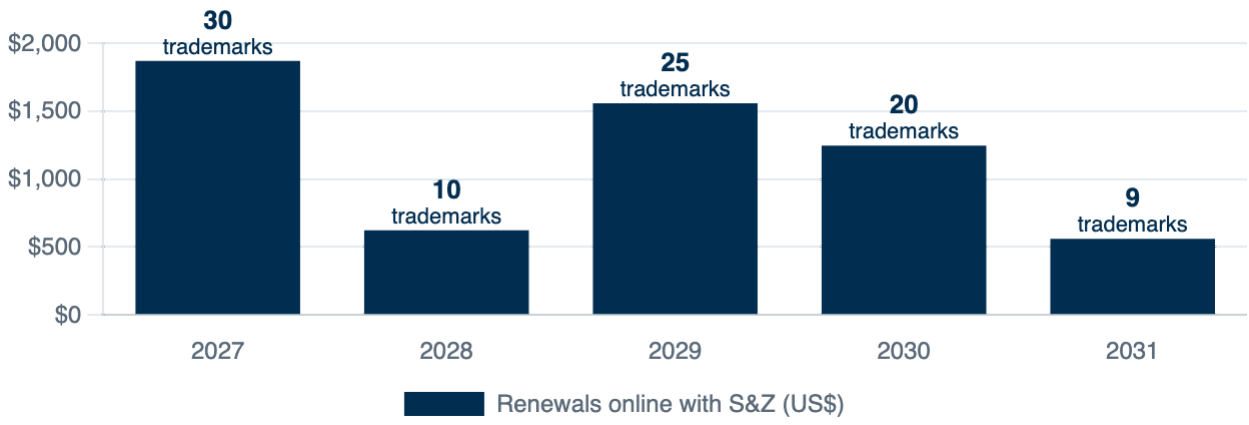
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Kenvue's next five years of renewals

94 of Kenvue's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$5,856 over the five years.



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