



H&S launches “Intensive Solutions” - new breakthrough anti-dandruff shampoo for severe dandruff sufferers

Effective, like a Dermatological Solution in Dandruff Removal

Mumbai, June 20, 2007: Now bid goodbye to severe dandruff as Head & Shoulders launches its new breakthrough anti-dandruff shampoo **H&S Intensive Solutions**, which is effective, like a dermatological solution in dandruff removal. In a survey conducted by the world's # 1 market research firm ACNielsen, 7 out of 10 Indian dermatologists agreed to recommend **New H&S Intensive Solutions**, because of its unique combination of breakthrough 2% ZPT formula - the optimum level for effective dandruff removal and balanced cosmeticity, i.e. superior conditioning, fragrance, color like a regular cosmetic shampoo, making it mild yet effective for regular use. This breakthrough product is affordably priced at Rs. 159 for 220ml, Rs. 59 for 70 ml and Rs. 4 for a 7.5 ml sachet and is available at all leading general and chemists stores, in addition to the existing range of Head & Shoulders shampoo.

New Head & Shoulders Intensive Solutions is recommended by national and international dermatologists around the world. Having tried the **New Head & Shoulders Intensive Solutions** at 5th International Academy of Cosmetic Dermatologist World Congress in Melbourne Australia, **Dr. Chetan Oberai, President - Indian Association of Dermatologists, Venerologists and Leprologists (IADVL)**, one of the world's largest dermatologists' associations with over 6,000 medical experts, endorsed the technology saying, *“Dandruff is a rapidly growing hair concern and if not treated at an early stage, can lead to serious health and behavioral problems. Head & Shoulders scientists have used their superior understanding of ZPT to find a way to deliver more dandruff beating pyrithione zinc to your scalp with 2% ZPT formula versus 1%, which makes it effective like a dermatological product, and yet mild for regular use . I will definitely recommend New H&S Intensive Solutions to my patients with severe dandruff.”*

In-depth dandruff research by P&G Beauty scientists revealed that Almost 50% of the population suffers from dandruff and its related symptoms like flakes, itchiness and dryness. The severity of symptoms and levels of dandruff experienced by dandruff sufferers are different and necessitate a variety of treatments. One of the most common signs for severe dandruff sufferers is to experience flakes on their shoulders, which leads to social embarrassment and lower confidence.

This insight based on specific needs of severe dandruff sufferers led P&G scientists to design **New H&S Intensive Solutions** which is effective, like a dermatological solution to meet their needs and ensure effective dandruff removal.

So why do dermatologists the world-over recommend **New H&S Intensive Solutions**?

New H&S Intensive Solutions' breakthrough formula of 2% ZPT or pyrithione zinc particles have been engineered to be small and flat in shape to ensure maximum scalp coverage for effective dandruff removal versus a regular ZPT shampoo. The technology is combined with smoothing and conditioning ingredients to soften hair strands, leaving them protected and easy to comb, less frizzy and gentle enough on both, the hair and the scalp. Regular users of **New H&S Intensive Solutions** report a significant reduction in dandruff severity and symptoms including flakes, itchiness and dry scalp.

Mr. Anantha Nayak, Brand Manager, Head & Shoulders said, *"With the launch of H&S Intensive Solutions which is recommended by 7 out of 10 Indian dermatologists, Head & Shoulders, India's leading anti-dandruff shampoo offers two choices to dandruff sufferers - effective dandruff removal with the current H&S shampoo and advanced dandruff efficacy for severe dandruff sufferers with the new product. We hope consumers will experience the benefits that New H&S Intensive Solutions which is effective, like a dermatological solution provides, and enjoy dandruff-free, soft, smooth, and well-conditioned hair."*

New H&S Intensive Solutions will be launched in a refreshing fragrance with a combination of citrus, herbal and woody notes to deliver a surprisingly fresh, clean experience. Priced at Rs. 159 for 220ml, Rs. 59 for 70 ml and Rs. 4 for a 7.5 ml sachet, **New H&S Intensive Solutions** is available at all leading general and chemists stores in two variants - Normal Hair and Dry / Damaged Hair.

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About P&G Beauty

P&G's beauty business is over US\$ 20 Billion in Global Sales, making it one of the world's largest beauty companies. P&G beauty sells more than 50 beauty brands including Pantene®, Olay®, SK-II®, Max Factor®, Wella, Cover Girl®, Joy®, Hugo Boss®, Herbal Essences®, Clairol Nice 'n' Easy® and Gillette® among others. In India, P&G Beauty comprises of Pantene - the world's no. 1 shampoo, Head & Shoulders - the world's No. 1 anti-dandruff shampoo, Rejoice - Asia's No. 1 shampoo, Gillette, and Wella.

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