

Preity & H&S 'take off everything'
Head & Shoulders with VitaZinc helps remove the 5 Signs of Dandruff

Mumbai, 13 February 2005: When you have dandruff, do you constantly dust your hair and clothes for flakes; feel itchiness of the scalp at the most inappropriate moments; find your scalp taut and dry; find excessive oiliness on your hair; and on the whole, feel tremendous irritation by the problem? Freedom is here, from these five signs of dandruff, i.e. ***flakes, itchiness, dryness, oiliness and irritation***, with the world's number one selling anti-dandruff shampoo - ***Head & Shoulders with VitaZinc, a P&G proprietary formulation, which gently conditions the scalp, fights and helps remove the FIVE signs of dandruff, to give you beautiful, healthy looking and dandruff-free hair all day.***

A new advertising campaign for *Head & Shoulders* featuring Bollywood's TOP actress and *Head & Shoulders* brand ambassador, Preity Zinta is set to break nationally to help her fans look and feel their best. The campaign which was shot in Bangkok by ad agency Saatchi & Saatchi, takes viewers into Preity's bathroom where she teasingly says, *"Today I will take off everything"*, followed by *Head & Shoulders with VitaZinc* shown to 'take off' her 'five signs of dandruff'.

Extensive research conducted by P&G experts revealed that almost 50% of Indian dandruff sufferers are troubled by the five signs of dandruff – *flakes, irritation, itchiness, dryness and oiliness* daily, aggravated by external and internal factors such as hectic lifestyle, pollution, etc. Having discovered this key finding, P&G's expert scientists developed *Head & Shoulders with VitaZinc*, a breakthrough formula that consists of conditioning emollients that gently condition the hair, improve the condition of scalp and remove the five signs of dandruff, to give you beautiful, healthy looking and dandruff-free hair all day.

How does VitaZinc work? VitaZinc - a P&G proprietary formulation works in three effective ways to give you a healthy scalp and hair. Firstly, regular use of *Head & Shoulders with VitaZinc* helps remove dandruff-causing fungal cells; secondly, it improves the scalp structure and leaves it healthy looking; and thirdly, the conditioning ingredients form a liquid barrier on the scalp to retain its moisture and provide excellent conditioning for the hair. Thus, regular use of *Head & Shoulders with VitaZinc* leaves one with healthy looking hair and ensures freedom from the five signs of dandruff.

Sharing perspective on the benefits of *Head & Shoulders with VitaZinc*, Mr. Rahul Malhotra, Associate Marketing Director (P&G) said, *"The VitaZinc particles cover the scalp extensively and effectively, to remove the five signs of dandruff, namely flakes, itchiness, dryness, oiliness and irritation, along with conditioning to make the hair soft, beautiful, and dandruff-free. Head & Shoulders with offers such a breakthrough formula that is a one-stop solution to the five dandruff problems."*

Sharing her experience with the product, said Preity Zinta, *“Head & Shoulders with VitaZinc has helped me look and feel my best 24 x 7! There’s more to dandruff than meets the eye - it actually has five dreadful signs; firstly, the flakes in your hair and on your clothes, dryness of the scalp, a resultant itchiness, oiliness in the hair and an overall gnawing irritation that affects your appearance and mood both. Based on my excellent experience with the product, I urge all my fans to use Head & Shoulders with VitaZinc to enjoy total freedom from the five signs of dandruff!”*

Preity’s ‘take it off’ campaign will be complemented with attractive point-of-sale materials featuring, on-air and on-the-ground promotions and a host of other marketing initiatives to educate consumers about the five signs of dandruff. Preity recently joined Head & Shoulders’ international league of celebrity endorses which included Hollywood Star Salma Hayek, Courtney Cox of ‘Friends’ fame , US TV STAR Rina Sofres and Ajay Jadeja and Pooja Batra who have endorsed Head & Shoulders in India in the past.

The price of Head & Shoulders with VitaZinc and relief from the five signs of dandruff remains unchanged at Rs. 122 for 200ml, Rs. 64 for 100ml, and Rs. 3 for a 7.5ml sachet. *Head & Shoulders with VitaZinc* is available at all general and chemists stores in five variants: Smooth and Silky (for high conditioning), Refreshing Menthol (for scalp cooling), Clean and Balanced (for balanced cleaning & conditioning), Naturally Clean (for cleaning for oily hair) and Silky Black (for silky black hair).

HEAD & SHOULDERS, the world’s largest selling anti-dandruff shampoo has recently become a US\$ 1 Billion brand and the World’s No.1 in 42 countries around the world. On an average 32,580 users are trying H&S every minute across the globe. In India, while the total shampoo market is estimated to be growing at about seven per cent and valued at approx. Rs. 1100 crores, the anti-dandruff shampoo segment is growing at 15 per cent per annum. Ever since its launch in 1997, Indian consumers have loved HEAD & SHOULDERS, making it India’s No.1 anti-dandruff shampoo with a market share (by value) of 48% as per December 2004 in the anti-dandruff shampoo category.

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About P&G Beauty Care

P&G's Beauty Business is over US\$ 10 Billion in Global Sales, making it one of the world's largest beauty companies. The P&G beauty business sells more than 50 different beauty brands including Pantene®, Olay®, SK-II®, Max Factor®, Cover Girl®, Joy®, Hugo Boss®, Herbal Essences® and Clairol Nice 'n' Easy®. In India, P&G's beauty care business comprises of **Head & Shoulders - the world's No. 1 anti-dandruff shampoo**, Pantene - the world's largest selling shampoo, and Rejoice – Asia's No. 1 shampoo.

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Two billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Bounty®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Actonel®, Olay®, Clairol Nice 'n' Easy®, Head & Shoulders®, and Wella. The P&G community consists of almost 110,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

About P&G India

P&G India is one of India's fastest growing Fast Moving Consumer Goods Companies that has in its portfolio P&G's Billion dollar brands such as Tide, Ariel, Pantene, Whisper, Pampers, Head & Shoulders, and leading brands such as Rejoice – Asia's No. 1 Shampoo, and Vicks – India's No. 1 OTC Brand. With a **turnover of Rs. 1,250 cr.** and **employee strength of 500**, the Company has carved a reputation for delivering high quality, value-added products to meet the needs of consumers. P&G India takes pride in being consistently voted among **India's Best Employers**. Procter & Gamble is committed to making every day in the lives of its stakeholders better through the quality of its products and the sincerity of its service.