

New Head & Shoulders Nourishing Aloe Vera Launched By Preity Zinta For Dandruff-Free, Beautifully Growing Hair



Mumbai, 5th July 2005: Long hair is the 'gold standard' for beautiful hair in India and 50 % of Indian consumers suffer from dandruff, without realizing that *Dandruff* could be an impediment to their hair growing beautiful and long. P&G beauty scientists from P&G's American Testing Center at Sharon Woods (USA) discovered that dandruff causes increased scratching. This could damage the cuticle making hair vulnerable to premature breakage, thereby preventing hair from growing to its desired length. In response to the need for beautiful long hair, H&S Brand Ambassador Preity Zinta launched **New Head & Shoulders Nourishing Aloe Vera** shampoo with Vita Zinc and Aloe Vera, which gives dandruff-free and beautifully growing hair with regular use.

Explained **Dr. Colin D'Silva, P&G Beauty Scientist**, "P&G test results clearly show that dandruff causes increased scratching which could damage the cuticle making hair vulnerable to premature breakage. This prevents hair from growing to its desired length. Regular use of Head & Shoulders Nourishing Aloe Vera provides relief from dandruff and prevents damage due to scratching, resulting in dandruff-free and beautifully growing hair."



Sharing her experience with the product, **Actress Preity Zinta** said, *“You have seen me sport a different hair style in every movie – be it the wavy look in Dil Chahta Hai or the blunt cut in Koi Mil Gaya. But secretly I have always desired for the Rapunzel beautiful long hair look! And I am delighted to launch **New Head & Shoulders Nourishing Aloe Vera** which will help me and my fans remove dandruff 100% and beautifully grow our hair, to its fullest potential!”*

What is Aloe Vera? Commonly referred to ‘*Lily of the Desert*’, for centuries aloe vera has taken care of beauty needs of millions of women. Similar to the aloe vera plant whose extracts act as an excellent conditioner on the scalp, New Head & Shoulders Nourishing Aloe Vera provides superior conditioning benefits, and in addition gives dandruff-free and beautifully growing hair with regular use.

How does the H&S Aloe Vera FORMULA benefit hair? **Dilshad Pastakia – Hair Stylist to Bollywood stars Preity Zinta, Shah Rukh Khan, Urmila Matondkar, John Abraham, Karishma Kapoor and Shahid Kapoor** said, *“H&S Aloe Vera formula acts as an excellent conditioner on hair and relieves itching, enhances overall hair appearance and prevents hair breakage. Having tried **New***

Head & Shoulders Nourishing Aloe Vera on myself and some my clients, I am confident it will help hair grow beautifully with the goodness of Aloe Vera.”

The new campaign of ***New Head & Shoulders Nourishing Aloe Vera*** featuring Preity Zinta was shot in Bangkok by Saatchi & Saatchi and will be complemented with attractive point-of-sale materials, on-air and on-the-ground promotions to educate consumers about how dandruff-free hair can beautifully grow long. Preity is part of Head & Shoulders’ illustrious international league of celebrity endorses like Hollywood’s Salma Hayek, Courtney Cox of TV serial ‘Friends’ and US TV STAR Rina Sofres, in addition to Ajay Jadeja and Pooja Batra who have endorsed Head & Shoulders in India in the past.

New Head & Shoulders Nourishing Aloe Vera is available at all general and chemists stores. Its price remains unchanged at Rs. 3 for a 7.5ml sachet, Rs. 64 for 100ml and Rs. 122 for 200ml. In addition to the newly launched *Head & Shoulders Nourishing Aloe Vera*, Head & Shoulders is available in five other 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.

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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.

ABOUT P&G INDIA

P&G 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. 1,100+ cr.** and employee strength of 500, the Company has carved a reputation for delivering high quality products to meet the needs of consumers. P&G India takes pride in being consistently voted **among India’s Best**

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