



P&G launches NEW BEST-EVER HEAD & SHOULDERS with *Advanced VitaZinc* system

Removes more dandruff in 1 wash than ordinary shampoos do in 3 washes

Mumbai, 27 April 2006: P&G announces the launch of **New Best-Ever Head & Shoulders with Advanced VitaZinc system** that **removes more dandruff in one wash than ordinary shampoos do in three washes**. Thus, New Head & Shoulders now provides more effective dandruff care yet continues to be gentle on the scalp and hair, giving you great looking, healthy, smooth hair. Interestingly, New Best-Ever Head & Shoulders and more dandruff removal in one wash versus three washes with ordinary shampoos, is being made available at the same unchanged prices of Rs. 122 for 200ml, Rs. 64 for 100ml, and Rs. 3 for a 7.5ml sachet.

Christened as the ultimate 'beauty mineral', zinc is today one of the key components that helps improve the condition of the skin, makes dull hair shiny, and turns brittle nails strong. The benefits of zinc are not unique to today's beauty regime and can be traced back to Cleopatra's day when her radiant skin was born out of her daily beauty ritual - the zinc-rich asses' milk she bathed in.

Zinc helps in protecting and maintaining skin, and the production of collagen – a vital component for skin health and beauty, is regulated by zinc-containing agents. For this reason, zinc products are used today on almost every part of the body. Realising the essential role of zinc in keeping our hair shiny and scalp healthy, experts at head & shoulders have taken the magical powers of the mineral a step further, unleashing its capabilities in a supercharged new formula – the power of *Advanced VitaZinc* system.

So why is Zinc the hottest ingredient in the beauty arena today? And what are the real benefits of the miracle mineral on our health and well-being? In the past, little was known about the powers of zinc. In fact to many, it's a mineral with great healing benefits but that's probably it. The reality is very different as zinc is in fact a super beauty mineral.

New Best-Ever Head & Shoulders with its *Advanced VitaZinc* system is endorsed by international scientific testing institutes including one of India's top Clinical Research Organizations (CRO) – Vimta India. Endorsing the New Head & Shoulders technology as verified by VIMTA Scientists, Dr. S P Vasireddi, Chairman & Managing Director, Vimta Labs explains, *"Historically, scientists believed that the pyrithione was the more important of the parts of ZPT. However, new P&G research found that the zinc ion was equally important in the fight against the dandruff-causing malassezia fungus, and made the pyrithione zinc combination more bio-available, and better to kill the malassezia fungus. H&S scientists have used this new understanding of ZPT to find a way to supercharge the Head & Shoulders pyrithione zinc formula, found in the New Best-Ever Head & Shoulders with advanced VitaZinc system which delivers more ZPT to the scalp to fight the malassezia fungus."*

So *how* is the *advanced VitaZinc* system more effective? Firstly, it is *faster acting* because it's more bioavailable, meaning that it acts with your body and gets to work on fighting dandruff the minute you wash. It is *more effective* because the combination of more zinc plus a new formulation means that the shampoos now work more effectively against dandruff, stopping the fungus that forms the flakes before it's had a chance to get to work. And thirdly, although the new formula fights dandruff and soothes irritated scalps faster, it is still gentle on the scalp and hair, giving beautiful, healthy, soft hair.

Sharing perspective Mr. Anantha Nayak, Marketing Manager, P&G Beauty, said, *"Zinc is no longer just a mineral renowned for its healing benefits; the supercharged New Head & Shoulders' advanced VitaZinc system has made this vital mineral into an essential beauty fix. With a new product and a new Preity Zinta campaign, we hope consumers will experience the benefits that the number one anti-dandruff shampoo in India provides, and enjoy great looking, healthy, smooth hair."*

Speaking on her new on-screen action-packed role in the Head & Shoulders film, actress Preity Zinta said, *"Being associated with Head & Shoulders, the world's no. 1 anti-dandruff shampoo has a true delight and in my latest on-screen role my fans will see me in a new action-packed avatar where I play a powerful warrior like the New H&S with advanced VitaZinc system which removes more dandruff in 1 wash than ordinary shampoos do in 3 washes. I urge my fans to try the new best-ever product, and get dandruff-free, beautiful hair all day, and stay head and shoulders above the rest."*

Preity's powerful role as a sci-fi warrior in the new action-cum-animated Head & Shoulders 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. Including Preity, Head & Shoulders has been endorsed by Hollywood Star Salma Hayek, Courtney Cox of 'Friends' fame, US TV STAR Rina Sofres, Ajay Jadeja, Pooja Batra and others.

New *Head & Shoulders* is available at all general and chemists stores in six 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), Silky Black (for silky black hair) and Nourishing Aloe Vera (for beautifully growing hair). Head & Shoulders is India's number one, and the world's number one selling anti-dandruff shampoo.

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For more information, please contact:

Michelle D'Souza
Madison Public Relations
+ 91 22 2826 6000 Extn. 7154 / 7130
dsouza.m.1@pg.com