

Wished you had more time to look after your hair and oil it regularly?

Introducing 'New Pantene Shampoo with Goodness of Coconut Oil' for Strong Hair

Mumbai, September 20, 2005: Do you believe in adapting the best of traditional values even while keeping up with your fast changing, evolving life style? When it comes to hair, do you wish you could regularly oil your hair but seldom find the time from your busy schedule to take care of your tresses? Recognizing this need of the new-age, evolving Indian woman, and in keeping with her busy life style, Pantene® has launched the one-step solution - **New Pantene Shampoo with Goodness of Coconut Oil which makes hair strong** against damage with regular use. New Pantene with its **Micro-Vita** technology ensures optimized conditioning to suit varied Indian hair care needs and provides conditioning benefits similar to Coconut Oil - **as it penetrates deep into the roots, strengthens each strand against damage, giving smoother, shinier and stronger hair against damage.**

Extensive research conducted by P&G on “**Evolving Life styles and Hair care practices in India**” revealed that with the new-age busy and hectic life styles, **women are increasingly getting concerned about deterioration of their hair**, specifically about aspects like: Appearance (a loss in shine, especially towards the ends), Physical Properties (a loss in hair strength and resilience), and Behavior (a loss in flexibility and the ability of the hair to form and maintain the desired style). Several factors conspire to inflict damage to our hair, such as: **environmental** (such as pollution and UV damage), **mechanical** (e.g. excessive brushing or combing), **thermal** (e.g. excessive use of blow dryer, curling tongs, straightening irons), or **chemical** (e.g. coloring, relaxing and perming). Thus, the quality of hair starts to deteriorate resulting in less resilient, weaker hair that loses its shine. This has increased the awareness and necessity for high conditioning and **9 out of 10 Indian women prefer to use oil on a regular basis as a hair conditioner**. However, the hectic multi tasking between their home and work leaves them with little time to oil their hair regularly, leave it on for a few hours and then wash it. This is one of the key causes that lead to lack of conditioning. This insight based on specific needs of the Indian consumer led P&G to develop **New Pantene with Goodness of Coconut Oil which has the conditioning benefits similar to Coconut Oil** as it penetrates deep into the roots, strengthens each strand against damage, giving smoother, shinier and stronger hair against damage.

New Pantene with the Goodness of Coconut Oil was launched by Former Miss Universe, leading Bollywood actor and now **Pantene Brand Ambassador Lara Dutta**. Commenting on her new role, Lara Dutta said, *“I am delighted to be the face of the World’s No. 1 Shampoo, and launch New Pantene with the goodness of Coconut Oil in India. New Pantene with Micro-Vita Technology provides smoother, shinier and stronger hair similar to coconut oil and is the perfect solution for people like me who are constantly on the move and have little or no time for regular oiling! I urge the women of India to experience the goodness of coconut oil via this simple one step process of shampooing hair with New Pantene!”*

Giving perspective on the signing of Lara Dutta as Brand Ambassador for Pantene, Mr. Rahul Malhotra, Associate Marketing Director (P&G) said, *“Pantene has always believed that only hair that is strong from inside, looks beautiful from the outside. Likewise, Lara is a beauty icon who radiates inner strength too - be it through her being crowned Miss Universe, her role as Global UN Ambassador or her belief in fitness and nutrition and therefore is a true embodiment of Pantene’s character and its promise to consumers. Lara will communicate the benefit of New Pantene with the Goodness of Coconut Oil which gives strong hair. With this new campaign, Lara joins Pantene’s illustrious league of past celebrity endorsers in India such as Katrina Kaif, Bipasha Basu, Shilpa Shetty, Sonali Bendre, Simone Singh among others.”*

Sharing perspective on the launch of New Pantene, Dr. Colin D’Silva, P&G Beauty Scientist added, *“In our quest to provide the evolving Indian woman the best of traditional hair care without making it time-consuming for her, we have launched New Pantene shampoo with benefits that are similar to the conditioning benefits provided by coconut oil. Our technical tests demonstrate that New Pantene with Goodness of Coconut Oil provides multiple conditioning benefits to the hair including shine, softness, smoothness & manageability. And most importantly, it makes hair stronger against damage.”*

To educate consumers on the benefits of the New Pantene with Goodness of Coconut Oil, P&G has launched **Pantene Strength Stations** in Mumbai. Pantene Strength Stations are hair care booths and your one-stop solution to every tress concern. Pantene Hair care experts present at each station conduct hair strength tests with the proprietary Pantene 'Microscope Hair Check'. This allows consumers to witness the strengths and weaknesses of their hair 'live & magnifies' on a monitor placed at each Pantene Strength Station. The Pantene 'Microscope Hair Check' tests the health of the hair based on five parameters: (i) Roughness (ii) Uniform Thickness (iii) Dryness (iv) Split ends; and (v) Dandruff. Based on the test results, the Pantene Hair Expert provides customized solutions and recommends the right variant from the New Pantene range to suit individual hair care needs and get strong, beautiful hair.

Lara Dutta also inaugurated the Pantene Strength Stations by taking on the Pantene Strength Challenge herself in Mumbai at the Cross Roads Mall and urged consumers to take the test to improve their hair strength with New Pantene. Over the next few weeks, the **Pantene Strength Stations** will also be launched in In Orbit Mall, Malad.

Look out for the New Pantene® Range with Goodness of Coconut Oil in five variants to meet your individual hair care needs:

- ? **Pantene Smooth & Silky** for Healthy, Shiny, Straight Look - Helps smoothe roughness, straighten hair, reduce frizz, and keep hair sleek and shiny
- ? **Pantene Hair Fall Control** for Stronger more Beautiful Hair - Reduces Hair Fall due to breakage by up to 50% within just Two Months,
- ? **Pantene Long Black** for the Long and Black Hair Look - Darkens each strand of hair uniformly from root to tip through intense moisturization
- ? **Pantene Lively Clean** for Healthy, Lively, Grime-free Hair - Transforms dull, oily, grimy and weighted down hair to lively, healthy hair
- ? **Pantene Anti-dandruff** for Dandruff-free Scalp and twice as strong hair - Helps you prevent the recurrence of dandruff while making hair strong and soft

The New Pantene® is available at general and chemists stores across India and continues to be priced at Rs. 98 for a 200ml. bottle, Rs. 51 for a 100ml. bottle, and Rs. 3 for a 7.5ml sachet.

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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 no. 1 shampoo**, and Rejoice - Asia's No. 1 shampoo.

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. A Company with employee strength of 500, P&G takes pride in being consistently voted among India's Best Employers. P&G is committed to making every day in the lives of its consumers better through the superior quality of its products. For more information log on to www.pg.com/India.

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