

Preity Zinta to communicate HEAD & SHOULDERS' dual benefit of Soft & Dandruff-free Hair

*World's No.1 Anti-Dandruff Shampoo HEAD & SHOULDERS signs on
Bollywood's No.1 Actress Preity Zinta as Brand Ambassador*

Mumbai, 10 August 2004: Do you want to be head and shoulders above the rest with soft, beautiful dandruff-free hair all day long? Preity Zinta and *HEAD & SHOULDERS* - the world's largest selling anti-dandruff shampoo, may have just the answer for you. Bollywood's No. 1 actress – Preity Zinta, has just signed on her latest on-screen role as the new brand ambassador for the World's No.1 Anti-dandruff shampoo *HEAD & SHOULDERS* to **communicate HEAD & SHOULDERS' dual benefit of Soft & Dandruff-free hair all day.** Her fans can look forward to an exciting new advertising campaign starring the effervescent Preity, who walks viewers through a day in her life where she begins with a hair-wash using *HEAD & SHOULDERS*, *gets busy and active with her shoots and ends the night with hair that has stayed* surprisingly soft and beautiful till the very end!

Giving perspective on the signing of Preity Zinta as brand ambassador for *HEAD & SHOULDERS*, Mr. Rahul Malhotra, Country Marketing Manager (P&G) said, *"We chose Preity as brand ambassador of HEAD & SHOULDERS in order to communicate the benefit of soft, beautiful hair that HEAD & SHOULDERS also provides, in addition to the 100% dandruff-removal that it already has a strong reputation for. With this new campaign, Preity joins HEAD & SHOULDER's international league of celebrity endorses such as Hollywood Star Salma Hayek, Courtney Cox of the 'Friends' fame , US TV STAR Rina Sofres in addition to Ajay Jadeja & Pooja Batra who have endorsed HEAD & SHOULDERS in India in the past."*

Commenting on her latest role Preity Zinta said, *"There are two reasons why I chose to be brand ambassador for HEAD & SHOULDERS. Firstly, as a principle, I only associate myself with products I believe in and I would like to tell my fans that truly, HEAD & SHOULDERS not only removes dandruff, but also keeps hair incredibly soft and beautiful all day long."* And in her usual witty self she added, *"And the second reason why I chose to endorse this brand is I believe I do have my head on my shoulders!"*

Giving perspective on the dual-benefit of *HEAD & SHOULDERS* Dr. Colin D'Silva, Principal Scientist Hair Care, P&G Technical Center (Kobe, Japan) added, *"HEAD & SHOULDERS' breakthrough optimized ZPT formula works at two levels. Firstly, the micro ZPT particles cover the scalp more extensively and more effectively than other ZPT shampoos, which enable it to remove dandruff 100%. Secondly, the extra conditioning makes the hair soft and beautiful and mild enough for regular use."*

The new HEAD & SHOULDERS advertising campaign which was shot in Bangkok by Saatchi & Saatchi hits Indian television on 10 August 2004. It will be complemented with attractive point-of-sale materials featuring Preity, on-air and on-the-ground promotions and a host of other marketing initiatives.

HEAD & SHOULDERS (H&S) recently commissioned market research firm ACNielsen to understand the impact of dandruff on people's lives. ACNielsen spoke with over 2,400 people across six ASEAN countries including India, and post 2,700+ hours of qualitative and quantitative research it was found that nearly one out of every two Indians suffered from dandruff in the past three months; dandruff affects more women (51%) than men (31%); and Indians (68% women and 75% men) believe that pollution is the biggest cause of dandruff. The survey also uncovered peculiar attitudes towards dandruff and resultant behavioral effects. For example, women consider it the worst hair problem (much worse than hair-loss) while men consider it the second worst problem after hair-loss. More than half of women (56%) and more than one-third of men (38%) feel less attracted to someone of the opposite sex who has dandruff, and almost all women (93%) and men (80%) would not kiss or get close or touch the hair of someone who has dandruff. Unfortunately, approximately 47% men and 70% women dandruff sufferers do not use a specialized anti-dandruff shampoo regularly.

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About HEAD & SHOULDERS

HEAD & SHOULDERS, the world's largest selling / number one anti-dandruff shampoo has recently become a US\$ 1 Billion brand and is a leader in more than 100 countries across the world. On an average 1000 users are trying H&S every second 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 largest selling anti-dandruff shampoo with a market share of 46 per cent. HEAD & SHOULDERS is available in five variants: Smooth and Silky (high conditioning), Refreshing Menthol (scalp cooling), Clean and Balanced (high cleaning action for oily hair), Naturally Clean (transforms unhealthy hair to healthy, naturally clean hair) and Silky Black (silky black hair), in 200ml and 100 ml bottles priced at Rs. 122 and Rs. 64 respectively, and in 7.5ml sachets for Rs. 3/-.

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 Pantene, the world's largest selling shampoo and HEAD & SHOULDERS, the world's No. 1 Anti-dandruff 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, PAMPERS, PANTENE – the world's largest selling shampoo, HEAD & SHOULDERS, REJOICE – Asia's No. 1 shampoo, WHISPER – India's leading Feminine care brand, and VICKS – India's No. 1 Cold & Cough brand,. With a turnover of **Rs. 1100+ 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 voted **India's Best Employer 2003** in a survey of 200 companies conducted by International HR Consultancy Hewitt Associates in association with Business Today magazine. 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.

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