



With the launch in Brazil, **head & shoulders** is increasing its global footprint and making this highly successful brand available to more consumers around the world. As the market leader, *head & shoulders* has more than 50 years of scientific research on the scalp and dandruff, and the introduction will provide Brazilians with a wide range of shampoos and conditioners that provide outstanding anti-dandruff performance from the first wash and promote overall scalp health for beautiful hair.

While over 40% of the population in Brazil have scalp problems*, only 12% currently use specific products to treat this condition:

- Brazilians are the world most frequent users of hair conditioners, and they frequently complain about their hair feeling dry after using an ordinary anti-dandruff shampoo. *head & shoulders* addresses this needs by offering a complete treatment regime of shampoo and conditioners scientifically formulated to deliver outstanding anti-dandruff performance and conditioning benefits for beautiful hair.
- *head & shoulders* subjected their research and products to a thorough review by Brazil's professional organization of dermatologists, Sociedade Brasileira de Dermatologia (SBD), for efficacy and safety and has been granted SBD's seal of approval, becoming the first and the only anti-dandruff brand in Brazil to receive this recognition.
- In Brazil, the product launch line-up includes 7 shampoos and 4 conditioners to address a variety of specific scalp and hair needs.
- The brand campaign will feature two Brazilian celebrities: actress Malu Mader and actor Marcio Garcia.

* Source: Nielsen, February 2010

About *head & shoulders* Technology:

- *head & shoulders* shampoo and conditioner complement each other to eliminate 100% of dandruff flakes while leaving hair hydrated.
- *head & shoulders* has over 50 years of scientific research on scalp skin and dandruff, including the discovery of the cause of dandruff.
- *head & shoulders* Derma Sense formula acts directly on the scalp beginning with the first use. With regular use it efficiently eliminates visible signs of dandruff and dryness, and helps to calm itching and irritation.
- *head & shoulders* was the first brand to use Zinc Pyrithione (ZPT) as an effective anti-dandruff ingredient, and the conditioner includes ZPT to ensure the anti-dandruff efficacy is not jeopardized while conditioning the hair.

Availability:

head & shoulders was launched in Brazil in November 2010, continuing the successful global expansion of the #1 anti-dandruff shampoo. The product is being sold in all trade channels, from club stores to high frequency stores, including drug chains and department stores.



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