



latest innovations

The **head & shoulders Fresh & Clean** collection is introducing new and improved formulas, along with a new Apple Fresh variant, which provides a refreshing apple-scent experience. The updated technology adds a longer-lasting fresh and clean feeling to head & shoulders' outstanding anti-dandruff benefits and care for the scalp.

**Building on over 50 years of scientific research on dandruff, scalp and hair, the new formulations remove excess skin oils even better from the hair and scalp:**

- By removing more skin oils (sebum) from the scalp and hair than before, the new formulations address one of the key factors contributing to dandruff and its symptoms. Skin oils also bind dust and dirt, leading to a build-up on scalp and hair.
- All products feature trusted head & shoulders scalp care technology that includes Zinc Pyrithione (ZPT) for up to 100% dandruff-free hair and scalp.
- The new formulations were paired with new refreshing fragrances specifically designed to give a boost of freshness in the shower and to stay on the hair to provide **"just-out-of-shower"** freshness for longer.
  - This breakthrough is the result of new research by head & shoulders scientists into the reasons why scalp and hair lose the fresh and clean feeling throughout the day.

## About head & shoulders Technology:

The new head & shoulders product technology consists of a unique blend of new and existing cleaning actives (surfactants) developed using computer modeling methods to predict optimized ingredient combinations. This sophisticated combination of active ingredients in the new formulations removes scalp oils (sebum) better than previously and, together with the new fragrances, this achieves a longer-lasting fresh and clean feeling.

head & shoulders presented breakthrough scientific data at the 2011 World Congress of Dermatology on efficient delivery of the anti-dandruff active to a crucial but previously overlooked area for treating dandruff: the uppermost part of the hair follicle (the "infundibulum"). The cause and symptoms of dandruff can re-emerge from the infundibulum quickly after insufficient treatment. Using a new set of methods, the head & shoulders formulations were shown to deliver the ZPT ingredient homogeneously to the infundibulum, which contributes to the scalp benefits of the head & shoulders product technology.

## Availability:

The improved head & shoulders Fresh & Clean products have begun rolling out across the globe, launching first in Europe, the Middle East and Africa in November/December 2011; followed by North America and Latin America in January 2012. Asia will complete the global launch in March/April 2012.

head & shoulders Fresh & Clean will be available at most retailers in new Apple Fresh, Classic Clean, Citrus Breeze, Ocean Lift, Refresh and For Men varieties.



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