At P&G, we see big potential in the little moments of life. Brushing teeth. Washing hair. Showering. Shaving. Caring for the baby. Cleaning the house. Doing the dishes and the laundry. To us, the moments that help make everyday life possible—across generations and geographic boundaries—are anything but ordinary. They’re the inspiration for our innovation, the place where P&G’s Purpose shines brightest in the lives of people around the world.
Men in India prefer Gillette Guard 7 to 1 to their double-edge razors.

To learn more about how P&G people are providing a better shave in India, visit www.pg.com/ar2011/gillette
In India, nearly half a billion men still shave with a century-old technology—the double-edge razor—because there’s no safe alternative they can afford. To add to the inevitable risk of nicks and cuts, many men shave sitting on the floor in low light, while balancing a mirror against a wall. It’s an intense, tedious and time-consuming process.

Members of a diverse P&G team traveled to India to get a first-hand look at the men who shave in these conditions every day. In thousands of interviews, home visits and shopping trips, the team gained a deep understanding of the role shaving plays in the lives of Indian men. Their collective understanding directly shaped the design, manufacturing and marketing of Gillette Guard.

Launched in 2010, Gillette Guard is one of the most significant product launches in Gillette’s 110-year history. Designed as a completely new concept for men in emerging markets, it provides the perfect combination of safety, ease and affordability—making it possible for more than a billion men who previously couldn’t afford it to finally have a clean, safe shave.

Within 3 months after it launched, Gillette Guard became the best-selling razor in India. Within the first 8 months of launch, 11 million men had tried Gillette Guard, with 78% of men saying Gillette Guard leaves fewer nicks and cuts and 73% saying they feel safer using Gillette Guard than double-edge razors. Today, more than half of the razors sold in India are Gillette Guard—which is helping to drive the share of our entire lineup of products sold in India: Mach3, Vector and Guard.

“Touching lives, improving life is a two-way experience because it’s not just about improving the lives of the consumers. It had a huge impact on our lives as well.”

Graham Simms, Male Grooming, Research & Development (Retired)
“P&G has not only brought innovative brands to the Brazilian market. We’ve innovated in the way we communicate with our consumers. We’re bringing elements of the Brazilian passion to our communication.”

Michele Colombo, Corporate Communications and Reputation Manager, P&G Brazil

Brazil: Improving More Lives with More P&G Brands

The beauty and warmth of everyday life in Brazil is inspiring. The people of Brazil are open to new ideas. They are wonderfully expressive. They are warm, welcoming and hospitable. Quality family time is a strong value that runs deep in Brazilian households. At the same time, Brazilian women are among the most beauty-conscious in the world, and are passionate about their appearance.

Approaching a quarter of a century in the country—and with a lot of room to grow—P&G’s Brazil business has made great strides to understand what matters most to the people of Brazil in order to provide brands that improve their everyday lives.

In 2010 alone, we expanded four of our trusted P&G brands into the Brazilian market for the very first time—Head & Shoulders, Naturella, Olay and Febreze. In the years leading up to 2010, we introduced Ariel Liquid Detergent, Gillette, Oral-B toothpaste and Pantene, which have fast become part of the fabric of everyday life in Brazil. Pantene has become the #2 shampoo and conditioner brand in Brazil—and #1 in Rio de Janeiro. Gillette has a more than 75% share of the Brazilian blades and razors market today.

By simply understanding what matters most to Brazilians and bringing them brands that improve their everyday lives, P&G has been able to reach more than 70% of the Brazilian people, with sevenfold growth in a single decade and strong double-digit growth in 2011.

The Procter & Gamble Company
P&G Brazil has grown sevenfold in a single decade, with strong double-digit growth in 2011.

To learn more about how P&G people in Brazil are touching more Brazilian lives, visit www.pg.com/ar2011/brazil
For our most passionate oral care consumers around the world, having great teeth ranks right up there with great hair and clothes. They believe that taking good care of their mouth is as much about beauty as it is about hygiene. Beyond having healthy teeth, they want a smile that really turns heads.

But conversations and shopping trips with these consumers revealed that purchasing whitening products can be a confusing experience. It’s often unclear which products work best—and if any of them work well together. This insight led to a simple idea: Combine Crest’s best whitening technologies into one collection that’s easy to identify at the shelf and provides swift, brilliant results when used together. The result was Crest 3D White.

From product formulation to packaging, Crest consistently designed the 3D White regimen to communicate one clear benefit—a smile that turns heads. Once the platform was well established in 2010, Crest launched more products under the 3D White name in 2011 that continue to meet consumers’ needs—like 3D White Floss and 3D White 2-Hour Express Whitestrips.

Crest 3D White is delivering strong results. With nearly a 9% value share of the U.S. oral care market and expanding into 24 countries around the world, it’s giving 2.3 billion consumers access to a whiter smile.

*3D White is marketed under the Crest, AZ, Blend-a-Med, Ipana and Oral-B brand names, with varying offerings under each that include toothpaste, toothbrushes, whitestrips, rinses and floss.
Crest 3D White is giving 2.3 billion consumers worldwide access to a whiter smile.

To learn more about how the Crest 3D White team is innovating more completely for smiles that turn heads, visit www.pg.com/ar2011/crest
On track to double its first-year sales, Gain Dish Liquid is already approaching a 5% share of the U.S. hand dish market.

To learn more about how the Gain Dish team is bringing the scent of Gain to the kitchen sink, visit www.pg.com/ar2011/gain.
The Gain brand has enjoyed a longtime following from the consumers we affectionately call Gainiacs. These ultra-loyal consumers— with a dual demand for scent and savings—are doubly delighted by the experience Gain provides.

These brand advocates began to ask for products that would bring the Gain scent into more of their everyday routines— comments like, "I've always loved the scent of Gain laundry detergent. Why not develop it for dishes?" As the largest dish care company in the world, we responded—with Gain Dishwashing Liquid.

Gain Dishwashing Liquid is P&G's first new hand dish brand in nearly 40 years, and its sales are trending ahead of expectations. But more than merely wooing its most loyal fans into the dishwashing category, it has sparked new Gainiacs, which has in turn strengthened trial across the entire line of Gain products.

On track to double its first-year sales, Gain Dish Liquid is already approaching a 5% share of the U.S. hand dish market. Now for the first time ever, Gainiacs new and old are enjoying the value and scent experience of Gain at one more familiar place—the kitchen sink.

"With Gain Dish Soap, we’ve given consumers an opportunity to be delighted in a different part of the house."

Arturo Pimentel, Hand Dish Research and Development

Gain Dishwashing Liquid: Bringing a Beloved Scent to More Parts of the Home
Head & Shoulders has been growing for ten consecutive years and is the number one shampoo brand in the world.

To learn more about how the Head & Shoulders team is caring for scalps around the world, visit www.pg.com/ar2011/headandshoulders
Many people live with the everyday bother of scalp problems, such as itch, dryness, or sensitivity. Often, people don’t realize that the most likely reason for these bothersome signs is that they have a mild form of dandruff (which is so common that about 50% of the world’s population has it). This is why they don’t naturally think of Head & Shoulders, which is best known for its anti-dandruff performance. However, Head & Shoulders not only fights dandruff at the source, but also the variety of signs of dandruff, including itch, dryness, and sensitivity, which are frequent scalp complaints.

As the number one shampoo brand in the world—and with ten consecutive years of growth—Head & Shoulders has been at the forefront of studying and soothing scalps for 50 years. Based on the latest scientific insights on the scalp skin, the brand introduced a new Scalp Care Collection around the world in 2010 that combines scalp know-how and a sophisticated formulation technology to deliver gentle soothing care for a variety of scalp problems.

With its intuitive design and tailored benefits for people with scalp concerns, the Head & Shoulders Scalp Care Collection is proving to be a big idea that travels well, helping more people around the world get their heads to a happier place. Now available in Europe, Asia, Latin America and North America, it has helped drive Head & Shoulders’ global shampoo volume up mid-single digits.

“Beyond giving people care for their scalp, we’re helping them feel great about themselves—the way they feel and the way they look.”

Julie Setser, Associate Director, Global Head & Shoulders Research and Development

Head & Shoulders: Caring for More Itchy Scalps Around the World
Guys aren’t impressed with body washes and deodorants that make them smell like fruit and flowers. And women—who purchase 60% of these products for them—don’t want them to smell that way either. Old Spice had the products guys wanted—and that women wanted for their guys. But getting their attention was anything but easy. Until we discovered a big idea: “Hello, ladies!”

Old Spice created the “Smell Like a Man, Man” campaign—a movement that would catapult the brand onto the social media stage and earn unprecedented acclaim and business results. The brand cast Isaiah Mustafa as a charismatic and suave character to convince both men and women to choose the manly scent of Old Spice body wash and deodorant over “lady scented” brands.

The campaign first launched in North America in February 2010, just before the Super Bowl. Since its launch, it has generated 33 million YouTube views and 4 billion total impressions. Within 3 months of the campaign’s first appearance, volume of Old Spice body wash shot up by 40%, and is now at an all-time high for the brand. The success in North America is being transported to other parts of the world.

In addition to improving the everyday lives of guys who are navigating through the seas of manhood, the “Smell Like a Man, Man” campaign has gained global recognition, winning more awards than any single P&G brand campaign in history at the 2011 Cannes Lions International Festival of Creativity. The business results are equally impressive, with double-digit global sales growth and continued strong share growth over the past year.

“We’ve been able to touch our consumer in a way that has built a relationship beyond the product. They see Old Spice as a friend, and a part of their life.”

Kenyata Martin, Global Brand Manager, Old Spice
Within 3 months of the campaign’s first appearance, volume of Old Spice body wash shot up 40%.

To learn more about how the Old Spice team is touching more lives, visit www.pg.com/ar2011/oldspice