Pantene® Pro-V Anti-Oxidant Technology is Pantene’s first clinically tested solution to oxidative damage. Hair damage remains a constant concern and struggle for millions of women all over the world, and daily oxidative damage was identified as a widely under-addressed type of damage in research by the Pantene Hair Research Institute (PHRI).

In partnership with PHRI, Pantene is introducing a new era of shampoos with Anti-Oxidant (EDDS) technology that helps reduce the daily oxidative damage that all hair faces:

- Although there are many sources of oxidants—from environmental oxidant (e.g. UV light), or chemical treatments such as peroxides—this technology stems from the discovery that this oxidative process is amplified by an unsuspected source, copper, found in everyone’s wash water.
- EDDS technology works to help preserve the health of hair over the long-term, as it targets, captures and helps to neutralize excessive copper impurities in hair. Reducing copper helps prevent the formation of free radicals, and reduces the fracture and erosion of hair’s vital proteins.
- With continued use of shampoos with EDDS, copper-induced oxidative stress declines, hair’s proteins are better preserved, and hair condition can improve over time.
- The new technology will be introduced across most base Pantene shampoos, becoming the first global brand designed to prevent protein erosion by minimizing copper accumulation in hair.
- A double-blinded and randomized, clinical study comparing the copper-reducing effects of a shampoo with and without Anti-Oxidant technology confirmed the technology reduces the accumulation of copper in hair compared to the control shampoo (no Anti-Oxidant technology).
- The Pantene Hair Research Institute, established in 2012, partners with leading independent hair health experts to further what is possible in healthy hair care.
About Pantene Pro-V Anti-Oxidant Technology:

- Pantene scientists analyzed more than 6,000 cms of hair from women across nine countries and found that hair of all shapes and sizes is subject to the build-up of oxidative minerals, especially copper.

- Although copper is essential to the body and even plays an important role in the production of healthy hair, fibers can absorb excessive amounts of copper from external sources. Oxidative minerals like copper produce free radicals that attack hair’s proteins, weakening hair over time. Severely damaged hair actually absorbs more copper, thus amplifying this damage—a vicious, unavoidable cycle.

- Pantene unlocked and identified its new Anti-Oxidant technology using Quantum Physics. The shampoo formula includes the chelating molecule, EDDS, which attracts copper like a magnet. By reducing hair’s copper content, this clinically-tested technology helps to preserve hair’s protein structure and ultimately hair’s health.

Availability:

Pantene’s new formula across all base shampoos will be available at drug stores, food stores and mass merchandisers throughout the U.S. beginning January 2014.