



Michael Phelps announced as Global Ambassador for head&shoulders London 2012 Olympic Games Campaign

November 15th – The world leading anti-dandruff brand head&shoulders has today announced that Michael Phelps, US swimmer, 3-time Olympian and 14-time Olympic Games Gold medalist, is to become the new global face of the brand. The partnership will be executed throughout the London 2012 Olympic Games and beyond.

Phelps will front the 'Wash in Confidence' campaign which will run across multiple marketing platforms. The initiative looks to capture the participatory nature of the Olympic Games by encouraging people to have the self confidence to take part.

Lisa Jennings, head&shoulders Global Marketing Director, commented: 'Michael Phelps's status as one of the world's greatest ever Olympians makes him the perfect person to front our international anti-dandruff campaign. We are proud to welcome Michael on board for this exciting Olympic Games initiative, aimed at encouraging individuals all over the world to take part in life. head&shoulders helps people wash in confidence to help them succeed, and simultaneously washes out doubts and distractions that may hold them back.'

Michael Phelps commented on his new role: "I'm excited to join the P&G family and work with the head&shoulders brand as I prepare for the London 2012 Olympic Games. It's a hair care range that I've come to count on, with the amount of time I spend in the pool each week - chlorine and chemicals can give my hair and scalp a hard time. Doubts are the last thing any athlete needs when trying to focus and compete. Fortunately, with the help of head&shoulders, I have the confidence I need to be at my best for the moments that matter most - in the pool and in life."

Michael Phelps will be the face of the international campaign and the activity will also be supported by several Olympic athletes who have been signed in multiple countries where head&shoulders is present.

Further information on the 'Wash in Confidence' campaign to follow.

- ENDS -

Notes to Editors

For further information and photography contact:

Madison Public Relations

Kopal Pandey/Amrita Sadhu

kopal@fort.madisonindia.com/amrita@fort.madisonindia.com

OR

Ketchum Pleon

Kirsty McRae

+44 20 7611 3792

kirsty.mcrae@ketchumpleon.com

About Michael Phelps

Michael Phelps, who is represented by Octagon, is widely recognized as the most accomplished swimmer of all time. Phelps, who holds more gold medals, world championships and world records than any other swimmer in history, is committed to helping grow the sport of swimming and encouraging active and healthy lifestyles, especially for children. The Baltimore, MD native established the [Michael Phelps Foundation](#) in 2008 and launched the [Michael Phelps Swim School](#) in 2009. For more information, please visit www.facebook.com/michaelphelps or www.michaelphelpsfoundation.org.

