



***Sonakshi reveals her break up story!  
Breaks the cycle of Unhealthy hair with her commitment to Pantene***

Continual exposure to external aggressors without proper treatment only perpetuates poor hair health. This externalizes in the everyday signs that are all too familiar: damaged hair with split ends; rough tangled hair; weakened hair with easy breakage; and flat dull hair. **According to Pantene**, weakened damaged hair is a sign of a deeper underlying hair problem – the cycle of unhealthy hair.

Inspired by this insight, Pantene started to delve deeper into the cycle of unhealthy hair and the use of right hair care treatment-**Pantene Hair Fall Control**. Pantene Hair Fall Control is designed to strengthen hair from the root to tips, to give you stronger hair and noticeably less hair fall due to breakage\*. It addresses the issue of hair fall by tackling problems such as cuticle damage and hair roughness, which ultimately lead to hair fall. By effectively lubricating and conditioning, hair friction is reduced and as a result, hair fall due to breakage is reduced too.

**Sonakshi Sinha, New celebrity ambassador to have joined the Pantene Family has made a personal 14-day commitment to break the viscous cycle of unhealthy hair,** using a new regimen to address a particular hair issue – namely hair fall adds *“I have tried everything, mom’s remedies, various treatments, nothing worked my hair kept falling. On one of the shoots my hairstylist washed my hair with Pantene Hair Fall Control and it never looked better. It was all shiny & smelt fantastic. But the best part was from the very first wash itself my hair fall\*\* seemed to have reduced. I went home and immediately bought Pantene Hair Fall Control Shampoo and have been using it ever since. I personally believe all of you should bounce back from poor health to long lasting hair health in 14 days with Pantene. I can no longer hide it, it shows!”*

**Break the viscous cycle of unhealthy hair in 14 Days with Pantene**

Pantene has Unique Pro-Vitamin formula that penetrates deep inside the hair and strengthens it from root to tip. **Help Stop recurring hair fall, Up to 98% less in just 14 days.** Pantene Promises strong healthy hair always.

*“With its various symptoms of lack of resilience, dullness and tangles, weakened hair is a common frustration amongst women, who may not realize that this stems from being trapped in the cycle of unhealthy hair. Without proper direct intervention in the form of an intensive rinse-off treatment that gives hair a protective layer in between washes, poor hair health will continually be perpetuated and reinforced, that’s why I recommend Pantene” said Dr. Jasmine Karsono, Principal Scientist, P&G Beauty & Grooming.*

### **Availability & Pricing**

The new Pantene Hair Fall Control variant is available at all leading supermarkets and pharmacies

HFC SH 90 ml – Rs 59

HFC SH 180 ml Rs 117

### **About P&G Beauty & Grooming**

P&G Beauty & Grooming products help make beauty dreams real for women and help men look, feel and be their best every day. P&G Beauty & Grooming offers trusted brands with leading technology to meet the full complement of beauty and grooming needs, including Pantene®, Olay®, Head & Shoulders®, Max Factor®, Cover Girl®, DDF®, Frederic Fekkai®, Wellaflex®, Rejoice®, Sebastian Professional®, Herbal Essences®, Koleston®, Clairol Professional®, Nice 'n Easy®, Venus®, Gillette®, SK-II®, Wella Professionals®, Braun®. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G (NYSE: PG) and its brands.

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**\*Pantene Reduces hairfall Up to 98% less in just 14 days**

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