

For immediate release:

Challenger of What's Possible, Madhuri Dixit launched NEW Olay Regenerist in India
Brings Olay's Premium Anti-ageing Skin Care Range to India

- Olay Regenerist; Olay's internationally most awarded premium anti ageing solution is now available in India!
- Olay Regenerist revolutionizes anti-ageing skin care – it's **exclusive amino-peptide complex** which helps women achieve **dramatically younger looking skin without clinical skin treatments***

Mumbai, 02 November, 2011: Challenger of What's Possible, Madhuri Dixit launched Olay Regenerist, Olay's premium skin care range in India. Madhuri Dixit is the official brand ambassador and the face of the Olay Regenerist range in India and unveiled the premium range from Olay in Mumbai. **Olay Regenerist – Olay's premium anti-ageing skin care range- has been recommended and awarded by beauty magazines around the world, and now makes its way to India.**



With its breakthrough anti-ageing technology, the new **Olay Regenerist** has an **exclusive amino-peptide complex** which helps women achieve **dramatically younger looking skin without clinical skin treatments***. Wrinkles, frown lines and sagging skin may be part and parcel of ageing but it's not the end of the road for women seeking ever-youthful looks.

Challenger of What's Possible, Madhuri Dixit added, *"Being a doctor's wife, I understand the importance of treating skin at the cellular level. This is why I am especially excited about Olay Regenerist finally coming to India. Of course, as a brand, Olay's Challenge-What's-Possible philosophy resonates with my own beliefs and my approach to life, work and all that surrounds me! I urge women to challenge what's possible for their skin and use Olay Regenerist to get dramatic results on their skin without having to go through drastic measures"*

At the launch, Madhuri explained the process of cellular regeneration fostered by amino-peptide complex which is the main ingredient in Olay Regenerist's range. She also highlighted the fact that it is one of the simplest & most effective ways of acquiring younger looking skin without going through clinical procedures*.

*result does not equal

She is proud to be associated with a brand that has been loved by women world over. ***Olay Regenerist is Olay's most awarded range, having won recommendations and awards from many international beauty and lifestyle magazines.***

Commenting on the launch of Olay Regenerist, Sonali Dhawan, Head, P&G Beauty said, “P&G is proud to bring its premium anti ageing boutique to India. The wait is finally over; it is here for women who want dramatic results but who do not believe in invasive clinical skin treatments. The amino peptide complex has been historically used for cell regeneration giving you dramatic results without drastic measures .The startling numbers of women that have joined our product waiting list before we’ve launched has only proved it is one of the most awaited products. There are over 11,400 women already on the waiting list for Olay Regenerist in India.”

*result does not equal

Olay Regenerist line-up consists of the following product range

- Regenerist Cream Cleanser – Available for Rs. 349
- Regenerist Eye Lifting Serum – Available for Rs. 899
- Regenerist Regenerating Serum – Available for Rs. 1299
- Regenerist Regenerating Cream SPF 15 – Available for Rs. 1199
- Regenerist Night Firming Cream – Available for Rs. 1199

Olay White Radiance line up consists of the following product range

- White Radiance Cellucent™ Fairness Purifying Foaming Cleanser - Available for Rs. 349
- White Radiance Cellucent™ Eye Serum - Available for Rs. 899
- White Radiance Cellucent™ Intensive Brightening Serum - Available for Rs. 1299
- White Radiance Protective Lotion (SPF 24 PA ++)- Available for Rs. 1199
- White Radiance Protective Cream (SPF 24 PA ++)- Available for Rs. 1199
- White Radiance UV Blocker (SPF 50 PA +++)- Available for Rs. 1199
- White Radiance Restoring Night Cream – Available for Rs. 1199

Log on www.olay.in to find out how you can get on to a waiting list for Olay Regenerist!

Note: Kindly refer to the CD in the media kit for fact sheets on Olay Regenerist and Olay White Radiance

*result does not equal

Dramatically younger looking skin, without clinical treatments*

Based on an intimate understanding of skin at the cellular level, Olay Regenerist acts as an injection-free way to address skin ageing concerns. The Regenerist amino peptide complex does this by mimicking the mode of action of various clinical skin treatments. For example, Niacinamide stimulates renewal the way a chemical peel does, and hydrating ingredients like pro-Vitamin B5 help to boost skin cell volume, approximating the mode of action of injectable filler. Interestingly, pal-KTTKS mimics the collagen-stimulating activity of a laser treatment¹. While results are not similar to clinical skin treatments, women have seen dramatic reduction in skin concerns like fine lines and wrinkles after several weeks of twice daily usage of Olay Regenerist.

The million-dollar debate is – **“Painless Beauty Vs Painful Beauty”**

What if you could have the anti-ageing benefits of clinical skin treatments, without painful clinical skin treatments? Read further to find out how. Also how does Olay Regenerist works on your skin at a cellular level without resorting to non invasive skin care treatments.

1. *Enhancing skin exfoliation without a chemical peel*

Chemical peels work by dramatically accelerating the natural process of skin renewal. However, because it works so quickly, women may experience redness or itchiness, symptoms which indicate that the skin barrier has been weakened. Some chemical peel treatments may even require a few days to recover. In contrast, Vitamin B3, also known as Niacinamide, has been shown to gradually increase the rate of skin renewal without weakening the skin barrier². Using a Niacinamide-containing moisturizer does not cause redness or require any recovery time, but it has been shown to significantly increase skin renewal after 2-4 weeks of twice daily usage.

2. *Increasing skin cell volume without an injectable filler*

Injectable fillers are used to great effect for increasing volume and fullness in targeted areas of the face. But for women who are not ready for this step, there are topical skincare ingredients that can increase skin cell volume without the use of a needle.

¹ Results not equal to clinical treatments. All ingredients act at the epidermis level only.

² Ertel KD, Berge CA, Mercurio MG, Fowler TJ, Amburgey MS. New facial moisturizer technology increases exfoliation without compromising barrier function. 58th Annual Meeting of the American Academy of Dermatology, San Francisco, 2000.

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These ingredients are based on the understanding that one reason for the loss of skin cell volume is simply due to a lack of moisture in the skin. Hyaluronic acid is commonly used as injectable filler, but it can also provide benefits when applied as a topical skincare ingredient, acting as ‘moisture net’ on the skin’s surface to draw water into the skin cells. Glycerol and pro-vitamin B5 are two other ingredients that act as humectants, increasing the water content of skin

By selecting ingredients that effectively deliver moisture, skin cell shape and volume is restored, so that skin will look smoother and firmer.

3. Amino-peptides – the secret behind laser regeneration

Your skin has the natural ability to repair and renew itself from the damage that has accumulated over the years. Laser anti-ageing treatments use your skin’s own natural wound-healing ability. When your skin is zapped with a laser beam, it rapidly heats up the skin cells deep within the skin, creating micro-wounds on the skin and hence triggering the wound-healing process of your skin.

When skin cells are injured, a slew of amino-peptides are released within the skin and these amino-peptides work as signals to instruct your skin to repair the damage. These signals cause your skin to produce more structural proteins such as collagen and elastin – the very building blocks of your skin. Increased levels of collagen and elastin result in firmer skin, and will also smooth wrinkles and fine lines, making your complexion appear younger and healthier. Hence, amino-peptides play an important role in helping to reverse the signs of ageing.

Out of the countless amino-peptides produced, Olay scientists have zeroed in on a single amino-peptide known as KTTKS that is potent enough to trigger a boost in collagen levels by itself, reducing lines and wrinkles and resulting in dramatically younger looking skin, without the need for skin damage.

Olay Regenerist also contains a powerful amino-peptide antioxidant called Carnosine, that works synergistically with other antioxidants like vitamin E and green tea extract to boost the antioxidant protection of the new Olay Regenerist by up to 30 per cent. This means that your skin cells are better



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protected from damaging free radicals caused by environmental stressors such as pollution and UV rays.

What this means is that your skin cells remain healthy and nourished, resulting in a firmer, stronger and younger-looking complexion day after day. Existing wrinkles are smoothed out, and future lines are prevented. The result is dramatically younger-looking skin.

For further information, please contact

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