



**Katrina decided to set herself free!  
Breaks vicious cycle of unhealthy hair with  
Pantene Total Damage Control Range**

**September 1<sup>st</sup>, Mumbai:** 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 introduced a superior range of hair care treatment - **Pantene Total Damage Care**.

In particular, this regimen of **Shampoo + Conditioner + Treatment** protects your hair against split ends with a better conditioning system. The improved wet conditioning prevents tangles and breakage while the dry conditioning allows you to comb through with ease, protecting the cuticle from splitting due to friction and damaged cuticles.

“With its various symptoms of lack of resilience, dullness, tangles and split ends, 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,” said Dr. Jasmine Karsono, Principal Scientist, P&G Beauty & Grooming.

Katrina Kaif, celebrity Brand Ambassador Pantene Damage Care adds *“I have been using Pantene from quite some time now & I have never had any hair issues. Thanks to All New Pantene Total Damage Care which helps me stay out of the vicious cycle of unhealthy hair”*

***The Pantene Total Damage Care regimen***

1. Designed to provide the healthy foundation for your hair, **Pantene Total Damage Care Shampoo** gently removes impurities from both the hair and scalp.
2. After shampooing, apply **Pantene Total Damage Care Replenishing Conditioner** which moisturizes and protects your cuticles to visibly reduce the 7 signs of hair damage.
3. Use **Pantene Total Damage Care Daily Deep Repair Rinse-Off Treatment** next to smoothen out hair ends for healthy-looking, shiny hair, especially if you use mechanical appliances on your hair regularly.

### **Availability & Pricing**

The new Pantene Total damage control will be available at all leading supermarkets and pharmacies from

80ml SH – Rs 59 (at an introductory Rs 10/- off on printed MRP in Sept)

180ml SH- Rs 117

380ml SH- Rs 199

700ml SH- Rs 329

80ml CN- Rs. 65

180ml CN- Rs. 125

135ml treatment tub at – Rs 199/-

**For further information please contact:**

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