



Bipasha joins the Pantene family to break the cycle of unhealthy hair

Do you feel that while your current conditioner temporarily manages the dryness in your hair, but is not able to provide enough moisturizer to make your hair look smoother & silkier? Do you find yourself in a continuous cycle of dry and frizzy hair that you can't wait to break out of?

Recognizing this problem, Pantene has introduced the healthy hair regimen of using **shampoo and conditioner which helps in breaking the vicious cycle of unhealthy hair**. Pantene has **Pro Vitamin formula** that penetrates deep inside the hair and strengthens it from the root to the tip. Pantene conditioners help to bring about **transformation in hair health within 14 days***

Pantene Shampoo + Pantene Conditioner = Healthy Hair

This is possible as Pantene conditioners contain a variety of ingredients (conditioning actives) that penetrates deep inside the hair & seals in moisture thereby protecting it from inside out. Deposition of these ingredients on hair is proved to deliver improvement and help protect hair from damage. Pantene promises **Softer, Silkier & Smoother hair with a new range of Pantene Conditioners** which work as magic to break the cycle of tangled & unmanageable hair & **guarantees 3 times more moisture & conditioning** for your hair**.

Bipasha Basu, New Brand ambassador of Pantene to join the Pantene Family after using the Pantene Conditioner helped her break the cycle of hair problems said. "My profession requires me to experiment a lot with my hair, but over the years I felt that my hair started getting all rough and tangled after shoots. Then I tried Pantene Smooth and Silky Shampoo and Conditioner & believe it or not my hair felt so soft, that I just couldn't stop touching them. I am so glad to have found Pantene. It has helped me break out of the vicious cycle of unhealthy hair!"

Availability & Pricing

The wide range of Pantene Conditioners is available at all leading supermarkets and pharmacies

Pantene Hair Fall Control conditioner 90 ml – Rs 59 and 180 ml Rs 117

Pantene Nourished Shine conditioner 90 ml – Rs 59 and 180 ml Rs 117

Pantene Smooth & Silky conditioner 90 ml – Rs 59 and 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.

*Pantene SH & CN vs Non Condition Shampoo