latest innovations

In a head-to-head anti-aging clinical trial, the Olay Professional Pro-X Intensive Wrinkle Protocol was shown to reduce the appearance of wrinkles as well as the leading gold standard prescription regimen in just 8 weeks*. The results of this clinical study were recently published in the British Journal of Dermatology, one of the world’s leading peer-reviewed medical dermatology journals. “We believe this is the first of its kind clinical study comparing a cosmetic anti-aging regimen against a recognized prescription topical treatment for improving the appearance of facial wrinkling,” said Joe Kaczvinsky, PhD, a principal scientist at P&G Beauty & Grooming and lead author of the study. “Having this study published in a prestigious peer-reviewed journal is a testament to the significance of these findings.”

The new Olay Professional Intensive Wrinkle Protocol was shown in an 8 week and 24 week clinical study to:

- Reduce the appearance of wrinkles as effectively as the leading anti-aging wrinkle prescription brand regimen.
- Provide significant improvement in facial stratum corneum moisture barrier function after six months of treatment.
- No signs of increased skin dryness/flakiness through the six months.

* Pro-X hydrates to reduce the appearance of wrinkles. The prescription takes 24 weeks to see full results and longer term comparative results may be different.
About Olay Pro-X Technology:

Olay Professional Pro-X Intensive Wrinkle Protocol includes:

- Olay Professional Pro-X Age Repair Lotion with SPF 30 – Guards against damaging UVB and UVA rays and deeply hydrates skin, reducing the look of wrinkles.

- Olay Professional Pro-X Wrinkle Smoothing Cream – Hydrates deeply to significantly smoothe the look of lines and wrinkles.

- Olay Professional Pro-X Deep Wrinkle Treatment – Penetrates deeply into the skin’s surface, combating the appearance of wrinkles and intensely hydrating to allow the natural production of collagen.

Availability:

Olay Professional Pro-X is currently sold in North America and Greater China, and will launch in Australia/New Zealand in March 2010.

Contacts

Sherrie Kinderdine
Global Beauty & Grooming
513.983.3508
kinderdine.sl@pg.com