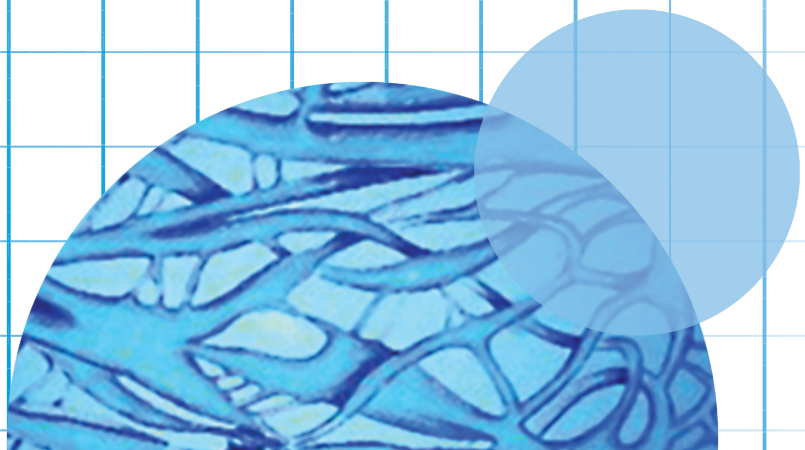
P&G beauty&grooming

American Academy of Dermatology

67th Annual Meeting

March 6 – 10, 2009
San Francisco, CA



Media Resources

March 6, 2009

Dear AAD Media Participant,

Welcome to the 67th Annual Meeting of the American Academy of Dermatology (AAD). Across the field of dermatology, P&G Beauty & Grooming scientists have made scientific breakthroughs in skin health, grooming and color science and scalp care. Our scientists are at the forefront of research and development in skin care, implementing advanced technology, including extensive work in the genomics field, to drive new research directions and future product formulations. This booklet serves as a resource for you to learn more about innovative science we use to deliver products with meaningful, measurable benefits.

Here you will find information about some of the scientific posters being presented at the AAD meeting, as well as a map of the center, a schedule of presentations and copies of the posters that will be presented.

We look forward to seeing you this weekend.

Sincerely,

Emma Kohring
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Table of Contents

Measurement with a New *In-vivo* Skin Topographical Method of Facial Wrinkle Improvement by Skin Moisturizers Formulated with Anti-aging Ingredients (P803)
K. Miyamoto[1], J. Kaczvinsky[2], L. Robinson[2], G. Deng[3]; [1]Research and Development Skin Beauty Care, Procter & Gamble Japan K.K., [2]Research and Development Beauty Care, Procter & Gamble Company, [3]Research and Development Skin Care, Procter & Gamble China

Personal Care and Cleansing

Gender Differences in Attitudes and Practices Toward Body Skin Care (P1629)
K. Ertel, H. Focht, C. Dooley, J. Moak; P&G Beauty & Grooming, Cincinnati, Ohio USA

Scalp Care

Potentiated Pyrithione Zinc Shampoo Usage Leads to Pronounced Alterations in Scalp Skin Histology and Biochemistry that Underlie Efficacy in Dandruff/Seborrheic Dermatitis (P1624)
K. Kerr, T. Darcy, J. Henry, H. Mizoguchi, J. Schwartz, K.J. Mills; P&G Beauty & Grooming, Cincinnati, Ohio USA

Color Science

Facial Foundation with Niacinamide and N-Acetylglucosamine Improves Skin Condition in Women with Sensitive Skin (P1616)
Z. D. Draelos[1], K. Ertel[2], S. Vickery[2], R. Bacon[2], M. Schnicker[2], R. Hinkle[2]; [1]Dermatology Consulting Services, High Point, NC, [2]P&G Beauty & Grooming, Cincinnati, Ohio USA

EMBARGOED UNTIL: March 6th, 2009 7AM PST

P&G BEAUTY & GROOMING DEMONSTRATES INNOVATIVE SKIN CARE ADVANCES AT AAD ANNUAL MEETING

San Francisco, CA (March 6, 2009)–Research presented by P&G Beauty & Grooming scientists at the 67th Annual Meeting of the American Academy of Dermatology (San Francisco, March 6-10) offers important insights on the structure and function of skin and new ways to improve skin health. Thirteen studies–on subjects ranging from the genomics of skin science to attitudes about skin care products to color science–will be on display.

"P&G Beauty & Grooming scientists are at the forefront of research and development in skin care, implementing advanced technology, including extensive work in the genomics field, to drive new research directions and future product formulations," said Emma Kohring, Global Director, P&G Beauty & Grooming Science. "The AAD Annual Meeting is the premier dermatology forum to share research from the rapidly changing skin care landscape among the world's key opinion leaders."

The following research summaries are just a sample of the P&G Beauty & Grooming science that will be shared at the AAD.

Vitamin B3 Effects Inflammation-Related Gene Expression in Skin
The understanding of the association between skin aging and chronic inflammation has been strengthened by recent studies. In an effort to identify strategies to reduce inflammation, P&G Beauty & Grooming scientists used microarray technology to study the effects of niacinamide (vitamin B3), which is known to improve the skin barrier and has been reported to reduce inflammation in some clinical studies. Their results show decreases in inflammation-related gene expressions in skin repeatedly treated with lotion containing niacinamide. This finding suggests that in addition to bolstering skin barrier function, niacinamide may reduce inflammation associated with skin aging.

Genomics Analysis of the Reduced Antioxidant Capacity of Aging Skin
Understanding the genes involved in regulating antioxidant and repair proteins involved in photo-aging is key to developing anti-aging treatments. To uncover these insights, researchers analyzed gene expression in old and young skin. The study demonstrated a dramatic difference between the gene expression patterns suggesting a change in the way old skin reacts to environmental stress. In old skin there was a decrease in the expression of NRF2, a cellular transcription factor that up-regulates a family of antioxidant and repair proteins. This finding suggests that older skin may have decreased defense against oxidative damage.

Eight-Year Study Confirms Wrinkle Trends
For most children and young adults, wrinkles appear as temporary lines visible only with facial expression. With age, those lines and wrinkles become persistent, or visible without expression. While it is generally believed that the mechanical stress caused by repeated facial expression along the same skin groove causes temporary wrinkles to evolve directly into persistent wrinkles,

- more -

there has been no comprehensive longitudinal data proving this fundamental aspect of wrinkle progression. P&G Beauty & Grooming scientists just completed an eight year study unique in its use of standardized facial imaging, with and without facial expression, of the same individuals over several years. This research confirmed the widely held notion that persistent wrinkles do evolve from temporary wrinkles and shed new light on how factors, like skin color and hydration, influence the rate at which these changes occur.

Male Skin Care Needs
Women are the traditional subjects for skin care product research and development, leaving less data about male skin. To assess the views and attitudes of men regarding skin care needs, researchers surveyed a panel of more than 600 men and women. The results of the questionnaire revealed a stark contrast between how men and women use skin care products. While both ranked dry skin as important, men showed a desire for dry skin products that require minimum application time. The study also found that men placed more importance on kinesthetic parameters and men were more likely to ask a dermatologist for help relieving dry skin. These results provide insights that will arm dermatologists with information to better address their patients' needs.

On-Site Details:
Thirteen P&G Beauty & Grooming posters will be displayed from Friday, March 6 through Monday, March 9 from 7am – 7pm. On Tuesday, March 10, posters will be displayed from 7am – 5pm. Posters will be displayed in Hall E at The Moscone Center North. Corresponding researchers will be on-site and available for interviews.

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About P&G Beauty & Grooming
P&G Beauty & Grooming has more than 1,800 scientists and technical employees working at 9 global technical centers with an unparalleled commitment to technology development. Company scientific efforts have resulted in over 10,000 active beauty and grooming patents. This allows P&G to develop products uniquely suited for different types of hair and skin, and tailored to different cultures and climates.

P&G Beauty & Grooming products help make beauty dreams real for women worldwide and help men look, feel and be their best every day. With more than 100 brands available in nearly 130 countries, P&G's beauty and grooming products delivered sales of nearly $28 billion in fiscal year 2007/08, making it one of the world's largest beauty and grooming companies. 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® and a leading Prestige Fragrance division that spans from point of market entry consumers to high end luxury with global brands such as Hugo Boss®, Lacoste®, and Christina Aguilera®. (NYSE: PG) Please visit for the latest news and in-depth information about P&G Beauty & Grooming and its scientific developments.

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Greg Hillebrand, PhD

Dr. Greg Hillebrand is a biochemist who has been working with Procter & Gamble as a scientist since 1986 during which time he held multiple roles in R&D at both the Cincinnati, OH and Kobe, Japan Technical Centers. He received a BS in Biochemistry and BS in Physiology from Michigan State University, a PhD in Biochemistry from Baylor College of Medicine and was a Postdoctoral Fellow in Biochemistry at the University of Illinois. Dr. Hillebrand is currently a Principal Scientist responsible for upstream technology in P&G's Skin Care Product Development organization.

Dr. Hillebrand has an extensive background in skin science research with an expertise in the variation of skin aging across ethnicity and geography. He has been published widely in leading academic and industry journals, magazines and books. He has been a member of the *USA Society of Cosmetic Chemists* since 1991 where he served on a variety of committees and positions including Vice-President Elect, Vice-President and President in 2005.

Joseph R. Kaczvinsky, Jr., PhD

Dr. Joe Kaczvinsky is a Principal Scientist at P&G Beauty in the Clinical Research organization. He currently serves as the lead clinical scientist for skin care, focusing primarily on *in vivo* evaluations of anti-aging products. Previously, he has provided analytical and chemistry support for a wide variety of skin and hair care technology programs and has been the technical leader for technology development projects in hair growth, dandruff relief and skin moisturization.

Dr. Kaczvinsky is currently an adjunct member of the *American Academy of Dermatology* and a 25-year member of the *American Chemical Society,* where he has served as Local Section Chair. Additionally, he is a member of *The Society for Investigative Dermatology.* His work has resulted in five patents, numerous presentations at scientific meetings, and publications in peer-reviewed journals, including *Analytical Chemistry, Journal of Investigative Dermatology,* and *British Journal of Dermatology*. Dr. Kaczvinsky has also had significant experience preparing and presenting scientific evidence to support the integrity of various hair and skin care technologies before regulatory agencies such as the U.S. Food and Drug Administration.

Dr. Kaczvinsky completed his undergraduate studies at Providence College and received a doctorate degree in Analytical Chemistry from Iowa State University. After receiving his PhD, he joined P&G in research and development where he has served in various capacities for 23 years, the last 20 in beauty related businesses.

Rosemarie Osborne, PhD

Dr. Rosemarie Osborne is a Principal Scientist at P&G Beauty & Grooming and has been working to develop *in vitro* model systems to further promote the study of skin and hair. Dr. Osborne is credited for developing *in vitro* skin and eye test methods that have been accepted by international regulatory agencies and are currently industry standards for the evaluation of consumer products and ingredients. Her current research is in the field of skin aging.

Dr. Osborne has held a number of appointments with prestigious organizations, including membership with the *Industrial In Vitro Toxicology Group* and positions on *The International Foundation for Ethical Research*, the *Institute for In Vitro Sciences* and the *Development Committee for the Society for in vitro Biology*. She is an accomplished research scientist and has co-authored numerous original articles, book chapters, reviews and abstracts on a variety of topics including use of *in vitro* models in skin aging research, corneal equivalents constructed from cell lines and alternative methods, which have been published in journals such as *Science* and *Food and Chemical Toxicology and Science*, in addition to the book *Dermatotoxicology Methods*. She has presented her scientific findings on *in vitro* methods, animal alternatives, and skin aging at the *Society of Toxicology*, *American Academy of Dermatology*, *Society for Investigative Dermatology, World Congress of Dermatology* and as a participant on the *European Center for Alternatives to Animal Methods Expert Panel*.

Dr. Osborne completed her undergraduate studies at Skidmore College and received her PhD in Pharmacology from Harvard University. After obtaining her PhD, she was an NIH postdoctoral fellow at the CIIT Centers for Health Research in the Department of Cellular & Molecular Toxicology. Dr. Osborne has been with P&G for more than 19 years.

Interview Availability

Scientists will be available to discuss their posters during the following times:

Scientist	Expertise	Interview Availability				
		March 6	*March 7*	*March 8*	*March 9*	*March 10*
Greg Hillebrand, PhD *Principal Scientist* P&G Skin Care Product Development	**Product Development, Imaging, Ethnic Skin** Presenting Poster: *The Progression of Temporary into Persistent Facial Wrinkling: An 8-Year Longitudinal Study*		√	√		
Joseph R. Kaczvinsky, Jr., PhD *Principal Scientist* P&G Beauty & Grooming, Clinical Research	**Clinical Trials** Presenting Poster: *Wrinkle Improvement Effects of Anti-aging Technologies as Measured by 3-D Imaging*		√	√		
Rosemarie Osborne, PhD *Principal Scientist* P&G Beauty & Grooming	**Skin Models, Ingredient Discovery** Presenting Posters: *Genomics Analysis of the Reduced Antioxidant Capacity of Aging Skin, Skin Biomarkers Confirm the Anti-oxidant Activity of Olive Derivatives and Yeast Ferment Filtrate; In Vitro Skin Biomarker Responses to a New Anti-aging Peptide, Pal-KT*		√	√	√	

Contact Us

If you need more information or would like to set up interviews with any of the scientists in these studies please call or email us:

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Poster Session Time Table

Poster Abstracts will be displayed on computer monitors at The Moscone Center North in **Hall E**

Posters will be displayed from Friday, March 6 to Tuesday, March 10 during the following times:	
Friday, March 6	7:00 a.m. to 7:00 p.m.
Saturday, March 7	7:00 a.m. to 7:00 p.m.
Sunday, March 8	7:00 a.m. to 7:00 p.m.
Monday, March 9	7:00 a.m. to 7:00 p.m.
Tuesday, March 10	7:00 a.m. to 5:00 p.m.

Selected Poster Abstract Discussion

Aging/Photobiology Poster Abstracts will be discussed in **Room 110, North Building**

Posters will be discussed on Saturday, March 7 during the following times:	
Genomics Analysis of the Reduced Anti-oxidant Capacity of Aging Skin (P100)	7:15 a.m. to 7:25 a.m.
The Progression of Temporary into Persistent Facial Wrinkling: An 8-Year Longitudinal Study (P101)	7:25 a.m. to 7:35 a.m.

The Moscone Center North

Poster Sessions Map