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**SUDDEN CHANGE IN SKIN APPEARANCE CONFIRMED IN CLINICAL TRIAL**

*P&G Beauty & Grooming Scientists Confirm Skin Tipping Point Model,  
Topical Ingredients to Delay Onset*

**Montreal, Canada (May 8, 2009)**—Today, P&G Beauty & Grooming scientists presented new skin science research at the 69<sup>th</sup> Annual Meeting of the Society for Investigative Dermatology (SID) (Montreal, May 6-9) that offers important insight on the skin aging process. Findings from a recent clinical trial indicate a relatively sudden change in the appearance of skin as it ages, identified as the “skin tipping point”. A follow-up study conducted to evaluate the efficacy of topical ingredients in delaying the skin tipping point demonstrated significant improvement in skin’s elasticity. The SID Annual Meeting brings together scientists and industry representatives to discuss the latest advances in dermatologic science and technology.

To investigate the skin aging process, P&G Beauty & Grooming scientists used a multi-layered skin elasticity model to evaluate sudden change in skin appearance. Findings suggested that loss of elasticity causes the skin tipping point, resulting in a sudden visible increase in noticeability of fine lines, wrinkles and sagging.

In the study presented today, researchers assessed the validity of the skin tipping point by conducting a clinical trial of 102 healthy, Asian females aged 25 to 55. The scientists compressed the subjects’ skin to varying degrees with a newly developed skin compression imaging system in order to analyze the subsequent skin deformation, or wrinkling. The study found an abrupt change in noticeability of skin wrinkling among subjects in their 30s, with significant differences in wrinkling observed between ages 20 and 30 and 30 and 40.

Researchers then conducted a second clinical trial to evaluate the efficacy of hydrating topical anti-aging ingredients in improving skin elasticity. The trial, conducted over an eight-week period in 72 healthy, Japanese females age 35 to 55, showed significant improvement in skin elasticity with the topical application of 0.1% Olive oil derived fatty acids modified with PEG-7, 5% Niacinamide and yeast ferment filtrate. Analyses of the data indicate application of these ingredients delays the skin tipping point between three to four years.

“While it is often assumed that skin ages gradually, our research explored this new skin elastic tipping point model, which prior to this time has not been examined in clinical studies,” said lead study author Kukizo Miyamoto, PhD, Research and Development, Beauty and Grooming, Procter & Gamble Japan. “These clinical study findings confirm sudden changes in skin appearance demonstrated by simulation with the multi-layered skin elasticity model. Furthermore, our research provides critical insight into topical ingredients that are driving new research directions and that will impact future product formulations.”

**On-Site Details:**

“Sudden skin appearance change in skin aging: skin elasticity tipping model as a key indicator of the skin aging progression” (Poster #274) will be displayed in Room 220 D/E at the Palais des Congrès Convention Center and presented during Poster Session 2 on Friday, May 8, 2009, which is from 11:15 a.m. to 1:15 p.m. The poster will be displayed for the duration of the meeting. Corresponding researchers will be on-site and available for interviews.

**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<sup>®</sup>, Olay<sup>®</sup>, Head & Shoulders<sup>®</sup>, Max Factor<sup>®</sup>, Cover Girl<sup>®</sup>, DDF<sup>®</sup>, Frederic Fekkai<sup>®</sup>, Wellaflex<sup>®</sup>, Rejoice<sup>®</sup>, Sebastian Professional<sup>®</sup>, Herbal Essences<sup>®</sup>, Koleston<sup>®</sup>, Clairol Professional<sup>®</sup>, Nice ’n Easy<sup>®</sup>, Venus<sup>®</sup>, Gillette<sup>®</sup>, SK-II<sup>®</sup>, Wella Professionals<sup>®</sup>, Braun<sup>®</sup> 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<sup>®</sup>, Lacoste<sup>®</sup>, and Christina Aguilera<sup>®</sup>. (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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