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**P&G BEAUTY DEMONSTRATES GLOBAL LEADERSHIP AT
WORLD CONGRESS OF DERMATOLOGY**

*Leading Beauty Company's Scientific Innovation Platform on Display at Largest
International Meeting on Dermatological Research*

BUENOS AIRES, ARGENTINA (September 30, 2007) – Consistent with its commitment to scientific innovation and advancement within dermatology, P&G Beauty, one of the world's largest beauty companies, is playing a leading role at the World Congress of Dermatology (Sept. 30-Oct. 5, 2007). As a gold patron sponsor, host to three symposia as well as the President's Dinner, and sponsor of research resulting in 13 scientific posters and oral presentations, P&G Beauty hopes to advance the research agenda on innovative treatments addressing common skin and hair conditions.

With more than 1,800 scientists, 11 global laboratories and more than 500 clinical trials conducted over the past five years, P&G Beauty invests heavily in dermatological research that makes possible products providing measurable and meaningful consumer benefits. The science behind the company's breakthrough products will be the focus of much of P&G Beauty's presence at the World Congress of Dermatology.

"The dermatology field has advanced significantly since the last World Congress five years ago and P&G Beauty has much to share," said Lauren Thaman, Global Director, P&G Beauty Science. "We've brought our best and brightest minds here, from fields ranging from genomics and cellular biology to polymer science, and we're looking forward to engaging our dermatological colleagues with recent upstream skin & hair research and its practical patient applications."

Adding to its prominent visibility, P&G Beauty will also host an exhibition booth where visitors can explore and interact with technologies such as the Spectrophotometer, Siascope, Eye-tracking technology and P&G Beauty's proprietary imaging system. And, to keep both visitors and those unable to attend apprised of conference happenings, P&G Beauty will also host a daily interactive blog, featuring world-renowned skin and hair expert, John Gray, MD, at www.pgbeautyscience.info/wcd.

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“Interestingly, at this World Congress, the role of skin in defining our health, age and identity is a major theme, as are everyday products that address these common patient concerns,” says Dr. Gray. “I am excited and delighted to engage my peers in what I and P&G Beauty researchers have been working on, and to have the opportunity to blog about the conference happenings.”

P&G Beauty will be sponsoring three symposia during the meeting:

- **Hair and Scalp Science Breakthroughs**
Wednesday, October 3, 14.00 – 16.00, Room B
Speakers: Rodney Sinclair, MD (Chair); Amy McMichael, MD; Ramon Grimalt, MD; Tom Dawson, PhD; Ralf Paus, MD; Antonella Tosti, MD
- **Skin and Anti-aging Research Update**
Thursday, October 4, 8.45 – 10.45, Room B
Speakers: Alexa Boer Kimball, MD (Chair); Paul Matts, PhD; Jean-Paul Ortonne, MD; Kevin D. Cooper, MD; Wenyuan Zhu, MD; Zoe Diana Draelos, MD
- **Cosmeceuticals: Practical Solutions for Common Problems**
Thursday, October 4, 16.30 – 18.30, Room D
Speakers: Zoe Diana Draelos, MD (Chair); Steven Shiel, PhD; James R. Schwartz, PhD; J Frank Nash, PhD; Patricia Engasser, MD; Harald Schlatter, PhD

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P&G Beauty products help make beauty dreams real and grooming enjoyable everyday for millions of women and men worldwide. With more than 100 brands available in nearly 130 countries, P&G Beauty delivered sales of more than \$22 billion in fiscal year 2006/07, making it a leading global beauty company. P&G Beauty offers trusted brands with leading technology to meet the full complement of beauty and grooming needs, including Pantene®, Olay®, Head and Shoulders®, Max Factor®, Cover Girl®, DDF®, Sassoon Professional®, Wellaflex®, Rejoice®, Sebastian Professional®, Herbal Essences®, Koleston®, Clairol Professional®, Nice 'n Easy®, Venus®, Gillette®, SK-II®, Wella Professionals®, Christina Aguilera fragrance, Escada®, Hugo®, Boss® and Lacoste® fragrances. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G (NYSE: PG) and its brands.