

Hair Care Plans from Sept. 2020

Limited Access Retail with GLOBAL LEADING BRANDS



1. Pantene Vitastar and Pantene Superfood
2. H&S Alinghi – no ZPT formula
3. H&S Supreme/Superman



What is Pantene VITASTAR ?

1. Total **Brand Restage** : new packaging



0

%

COLORANTS

MINERAL OILS

PARAFFINS

SILICONES*

What is Pantene SUPERFOOD ?

INTRODUCING PANTENE SUPERFOOD



THE FIRST EVER SHAMPOO FROM PANTENE PACKED WITH **PRO-V, ANTI-OXIDANTS AND LIPIDS** TO STRENGTHEN HAIR'S IMMUNITY

H&S ALINGHI – Non ZPT formula

ALL NEW FORMULAS

NEW GENTLE FORMULAS

New gentle preservative systems without unwanted ingredients & harshness

0% PARABENS
0% PHOSPHATES
0% DYES*
Ph BALANCED

** on select collections*

PIROCTONE OLAMINE ACTIVE



PO active is water soluble and doesn't deposit dandruff-fighting particles to hair and scalp. **It hence delivers better cosmeticity results, leaving her hair feeling softer, more moisturized, and shinier**

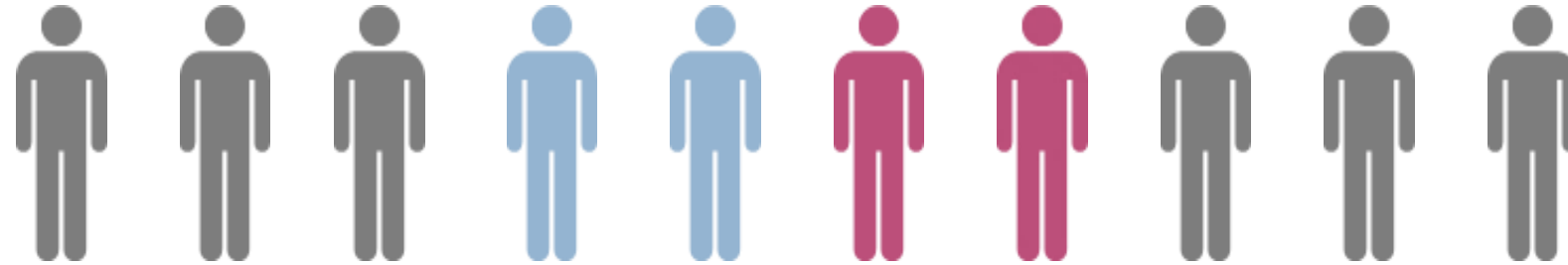
H&S ALINGHI – Non ZPT formula

LINE UP

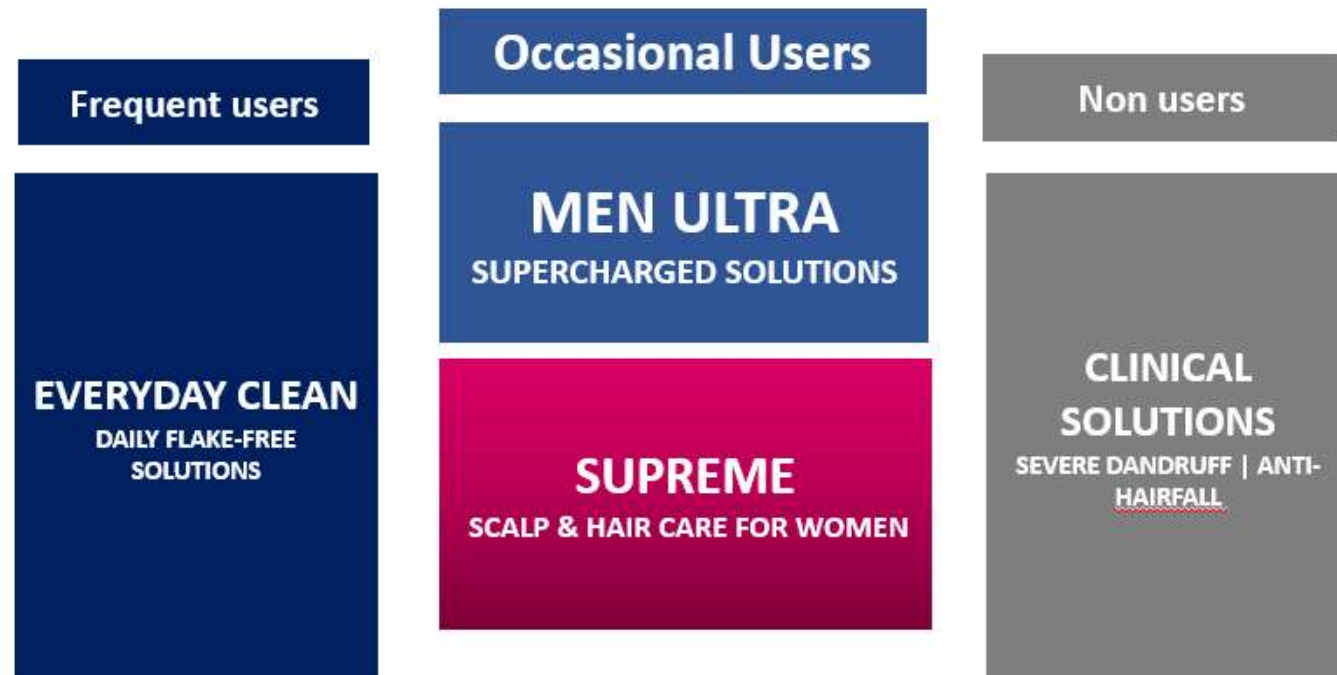
Scope Elements		Collections
New Formulas	New Actives	PO : Piroctone Olamine Hair feels smoother, softer, and more moisturized (vs. ZPT), and appears shinier
	Gentle Preservatives	100% Kathon Replacement
	Collections	Classic Clean, Apple, Citrus, Menthol, Smooth & Silky, Itchy Scalp, Deep hydration
New Packaging	2D Pack Restage	

H&S Supreme - Superman

THE OPPORTUNITY: grow category value through HS



**WHO-BASED
ARCHITECTURE**



H&S Superman

The LINE UP ?



TOTAL
CARE



DEEP CLEANSING



ANTI
HAIR FALL



INVIGORATING

H&S Supreme

The formula ?



1st ever head&shoulders

- **with piroctone olamine**
- **with Argan oil**
- **with BIC conditioning technology from Japan**



H&S Supreme

The LINE UP ?



MOISTURE



REPAIR



SMOOTH



COLOR