

PROCTER & GAMBLE'S SEBASTIAN PROFESSIONAL BRAND CONTINUES ITS FEARLESS REINVENTION TO DELIVER INNOVATION IN SHINE

- Introducing Flaunt: A Collection of Protective Care and Styling Products Designed to Up the Glam Factor -

Woodland Hills, CA – October 2008 – Procter & Gamble Professional Care, a division of The Procter & Gamble Company (P&G) (NYSE:PG), introduced today the latest wave of breakthrough product innovation from its recently reinvented Sebastian Professional brand. In January 2009, stylists and consumers will be introduced to much more than meets the eye in shine: Sebastian Professional's new **Flaunt Collection**.

WHAT'S NEXT in Innovation

The Flaunt Collection is the newest installment of technological innovation resulting from the extensive consumer and stylist research undertaken by P&G Professional Care when they reinvented the Sebastian Professional brand and launched the new Foundation, Form and Flow collections in July 2008. In the spirit of co-creation, significant feedback was also shared around the shine category and specifically, how to develop a product that eliminated the trade-offs and offered multi-functional benefits as opposed to just shine. The result: the Flaunt collection and four unique new products called Shine Stylers, designed to polish the hair in order to reveal the integrity of the shape and reflect the most shine.

"The innovation featured in the Flaunt Collection represents our commitment to continuing to build on Sebastian's heritage as an innovative professional hair care brand," says Reuben Carranza, Managing Director, P&G Professional Care Exclusive Line. "Stylists and consumers demand multi-tasking products that enhance their lifestyles and personal style and don't require them to choose between benefits, and we're delighted to deliver this to them."

The Flaunt Collection: More than Meets the Eye

This multi-functional line of products is designed to offer the ultimate in versatility and provide the inspiration needed to express unique artistry and personal style, the Flaunt Collection includes:

TRILLIANT Thermal Protection and Shimmer Complex

- Multi-faceted shimmer complex, designed to gently condition hair and provide thermal protection
- Adds ultra-light body and a glamorously shiny finish for a fearless look
- Ideal formula ratio allows benefits to change depending on usage
 - On dry hair with hot tool, product provides heat protection and brilliant shine
 - On damp hair and blow dry, product provides conditioning, light body and anti-frizz protection
 - As a finishing product, allows for light control and sparkling diamond shine effect

SHINE DEFINE The Ultimate Versatile Hairspray

- Shine and flexible hold spray essential for creating a contoured smooth texture
- Contouring thermal shield protects hair from hot tools
- Conditions hair with a natural, brushable sheen and irresistible definition

HALO MIST UV Filter Weightless Shine Spray

- Silky, light-weight polishing spray with UV protection
- Creates luminous shine without weighing hair down

LIQUID GLOSS A Unique Silicone Blend to Smooth and Shine

- High-gloss de-frizz and shine drops polish hair for a shine-boosting finish
- Hair-surfacing polisher makes static instantly invisible when used with any styler
- Unique formula features silicone blend to create a humidity-resistant shield while adding shine to create a controlled glossy finish

Sebastian's New Face of Fashion

In order to accompany product innovation with inspiration, Sebastian is once again refreshing their pipeline of rising style personalities by debuting fashion designer, Charlotte Ronson, in the newest advertising campaign centered around Flaunt's hero product, Trilliant.

London-born but NYC-raised, Ronson is known for her eclectic but impeccable style and trend-setting designs that have quickly gained a cult-like following amongst young style-setters. She represents the spirit of Sebastian as a multi-tasking designer, a brand builder and master of expressing her personal style.

Beginning January 2009, Sebastian Professional's new Flaunt Collection will be available along with the rest of the newly reinvented Sebastian products, at 10,000 salons nationwide. For more information, visit: www.sebastianprofessional.com.

About P&G Beauty [NYSE:PG]

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®, Braun®, 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.

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