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PROCTER & GAMBLE COMPANY

PROOF OF SUPPORT FOR ADVERTISING CLAIM

Brand : Head & Shoulders
Claim :
1) 72 hours worry free dandruff... Also care itchiness* & Scalp Odor* *Odor & itch due to dandruff
가려움과 두피 냄새까지 케어* *비듬으로 인해 가려운 두피와 냄새에 한함
2) Clinical Study completed 최대 72 시간까지 비듬 걱정 없이
Product : Head & Shoulders Shampoo

This document provides proof that H&S shampoos can support the following claims:

- 1) 72 hours worry free dandruff... Also care itchiness* & Scalp Odor* *Odor & itch due to dandruff
가려움과 두피 냄새까지 케어* *비듬으로 인해 가려운 두피와 냄새에 한함
- 2) Clinical Study completed 최대 72 시간까지 비듬 걱정 없이

SUPPORTING DATA

Clinical study has shown that with regular use of H&S shampoo, there is protection against dandruff and dandruff-related scalp issues, such as itch and odor, for up to 72 hours.

Test ID: CSD2016209

Test Design: Randomised double-blinded clinical trial among 267 dandruff sufferers. Subjects were asked to use either a H&S shampoo or a cosmetic shampoo (with no AD actives) for 3 times a week, for 3 weeks. After 3 weeks of usage, instrument measurement was taken and subjects completed a self-assessment questionnaire after 72 hours from their last wash. During the 72 hours period, subjects had to refrain from shampooing their hair or using any hair styling products.

Result:

Dandruff protection was measured based on the adherent scalp flaking (ASFS) score. The ASFS score was determined by a panel of expert graders, and an ASFS score of between 0 to 14 indicates a visibly “flake free” result. In this study, since ASFS score was assessed after 72 hours since the last wash, having a ASFS score of 0 to 14 also indicates 72 hours dandruff protection.

Figure 1 shows that subjects who had used H&S shampoo for 3 weeks had a significant reduction in ASFS score vs subjects who had used a cosmetic shampoo.

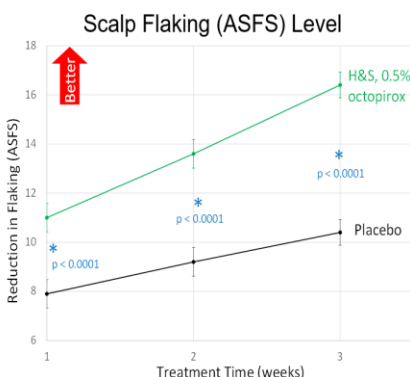


Figure 1. Reduction in ASFS scores for subjects using H&S shampoo vs cosmetic shampoo, after 3 weeks of usage



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Table 2 shows that using H&S shampoo provided a greater improvement of self-assessed scalp itch vs a cosmetic shampoo.

Table 1. Self-assessed itch level for subjects using H&S shampoo vs cosmetic shampoo, after 3 weeks of usage

	Self-assessed itch level (Index vs Cosmetic shampoo)	Significant groups @ 95%
H&S Shampoo	-1.518	A
Cosmetic Shampoo	1.00	B

Scalp odor is the result of the breakdown of scalp sebum and sweat by the scalp microbiome (Malassezia fungal and bacteria) and/or exogenous factors (e.g. UV, pollution etc). The removal of Malassezia fungal and sebum, sweat is key to reducing scalp odor.

H&S shampoo contains surfactants that can remove sebum and sweat and cleanses scalp. H&S shampoo also contains the anti-dandruff active, Piroctone Olamine, that can target the Malassezia fungal directly and reduce the Malassezia fungal on the scalp. Figure 1 shows that with using H&S shampoo regularly for 3 weeks can deliver a visibly “flake-free” result vs cosmetic shampoo, for up to 72 hours. Hence, H&S shampoo can also prevent dandruff-related issues such as odor.

I agree that the above statements are true to the best of my knowledge and belief.

R&D Originator Michelle Chee
Head & Shoulders Hair Care – R&D

Date 6 Jul 2020

R&D Approver Ryuhei Morita
Head & Shoulder Hair Care – R&D Manager

Date 6 Jul 2020

Email approval:

RE: Head and Shoulders iVideo Celebrity - external POC for Korea Advertising Board for approval



Morita, Ryuhei
To: Chee, Michelle

Reply Reply All Forward ...
Mon 6/7/2020 12:42 pm

Michelle,
This provide my approval, this is pretty straight forward. Use this e-mail.

Thanks, R. Morita