



Market

Over the centuries, people have long used soap and water for basic hair cleansing. However, in the last 100 years, a number of products have been developed, especially designed to clean hair and leave it in a manageable condition. These products are shampoos and conditioners. The modern hair care industry has combined science and marketing, so that numerous companies today are offering thousands of products to solve every possible hair care need.

Shampoo is a word derived from the Hindi word for 'massage'. It dates back to 1877, when English hairdressers boiled soap in soda water and added herbs for health, fragrance and manageability. During the last few decades, shampoos have become increasingly sophisticated. These products are capable of gently and effectively cleansing a variety of hair types.

In addition to shampoos, conditioners or cream rinses, as they were once known, continue to enjoy popularity in the market place. Originally, natural oils were used for smoothing the hair. For example, during the late Victorian era, macassar oil from Indonesia was used to condition men's hair.

In the 1970s and 1980s, Procter and Gamble revolutionised hair care with the introduction of the 2in1 shampoo plus conditioner. Their patented formulas are capable of cleansing and conditioning in a single step.

The hair care industry continues to grow by bringing new trends and technology to the marketplace. By 1997, the hair care industry was a multi-billion US\$ worldwide market.

The hair care market in Romania is growing year after year, as more and more consumers take an interest in beauty and their overall appearance. Hair has a key role in helping people develop confidence in their appearance, and the shampoo business has grown constantly in recent years.

A booming segment today on the Romanian market is that for conditioners and intensive treatments, as consumers are increasingly willing to spend more on new products: creams, special leave-in masks and serums. This trend is putting enormous pressure on manufacturers to innovate, in order to keep consumers' interest. Pantene is at the heart of this drive for innovation, which is why



Pantene Beauty Awards Trophy



the brand continues to be the hair expert of choice for millions of women.

Achievements

In a world that is rapidly evolving in terms of products and consumers' needs and desires, Pantene is celebrating 60 years of helping women in their search for beauty, offering them expert solutions to achieve the strong, beautiful, shiny, healthy-looking hair that they always wanted. Pantene's commitment to be close to consumers has remained unchanged over the years, despite having come a long way since the 1950s housewife, for whom looking polished and well groomed was part and parcel of being the "perfect wife", till the present day "super women", who want to achieve the best in everything they do.

Pantene is the leading hair care brand worldwide. It sells 1.4 billion products every year across 165 countries and has become a US\$ 3.1 billion beauty brand.

In Romania, Pantene has maintained its number one position on the cosmetic shampoo market over the years. Consumers have recognised the brand's expertise in the field, voting it the "most preferred" product in the hair care category - an accolade given for two consecutive years in 2004 and 2005 by the readers of Avantaje, one of the most popular women's magazines in Romania.

History

During the last 60 years, the Pantene brand has never stopped looking for the best-performing formulas, especially those designed to help

women unlock their beauty by offering a great, healthy looking hair, full of strength and shine.

Pantene was created in 1947 by the Swiss drug manufacturer Hoffman-LaRoche, following the discovery of the ingredient Panthenol by Dr. Gustav Erlemann. His discovery revolutionised the hair cosmetics industry as the new ingredient proved to work wonders on hair: In the 1960s, Dr. Erlemann discovered a new improved formula containing two other advanced conditioning agents - this new blend was called the "Pro-Vitamin B5 Complex". Pantene was the first shampoo in the world to contain a vitamin complex.

Primarily an European shampoo company, the business was acquired in 1983 by Richardson-Vicks, who expanded the product line to include 100 products that were sold mainly in department stores and hair salons. They also expanded Pantene's coverage to include the US and Canada.

In 1985, Procter & Gamble purchased Richardson-Vicks and, in this way, the corporation acquired the hair product line. Procter & Gamble expanded the product line and its sales outlets to include pharmacies and supermarkets, as well as beauty salons.

In another ten years, the Pantene brand was launched in Romania, with the shampoo range being the first to go on sale. One year later the styling products were added and, finally, in 2000 the range was completed with the introduction of its unique, rich cream formula conditioner products. Ever since, the brand has continued to add more and more products every year, to move forward and answer to the increasing needs and demands on the hair care market.

Product

Ever since its launch, Pantene succeeded in staying one step ahead of the market's developments and constantly maintained a high level of consumer interest in its products. In the early 1970s, conditioners became increasingly popular and Pantene took the world by storm with its unique Pro-Vitamin B5 complex, which maintains the hair's volume without weighing it down. In 90s, Pantene won the equivalent of an Oscar for hair care and vitamin research, by obtaining the endorsement of the well-known Swiss Vitamin Institute.

Pantene Pro-V (pro-vitamin) products are the top-selling hair products in the world. The Pantene Pro-V line is dedicated to making the most of customers' true potential, so that they can step out feeling confident, beautiful and full of life.

Revolutionised, recreated and rejuvenated, Pantene Pro-V contains the unique Amino Pro-V Complex, especially created by world-renowned experts in order to offer beautifully strong, healthy hair. The current product line in Romania includes, among others:

- "Hair full of life"
- Smooth and Silky - shampoo and conditioner enriched with amino Pro-V complex to give hair a sleek, glowing finish, releasing the hair's potential in terms of shine, strength and health.
- Perfect Curls - shampoo and conditioner designed especially for naturally curly & wavy hair, to better define the curls.
- Extra Volume - shampoo, shampoo & conditioner (2in1), and conditioner designed to add body and volume.
- "Basic care for hair"
- Classic Clean - shampoo and shampoo & conditioner (2in1) for a clean hair and a natural, effortless beauty.
- "Special care for hair"
- Anti-breakage - shampoo, conditioner and mask, offering intensive treatment for brittle hair.
- Full and Thick - shampoo, conditioner and revitalising mask, designed for weak, thin hair.
- Color and Protect - shampoo, shampoo & balsam (2in1) and conditioner, designed to maintain colour-treated hair and to protect it from damage.
- Clarifying - shampoo with no conditioner, designed to offer a deep cleansing for greasy hair.
- Anti-Dandruff - shampoo and shampoo & conditioner (2in1), designed for the hair with dandruff.

In 2006, Pantene embarked on a new stage in its development, changing and improving its appearance, both in terms of formulation and packaging. The brand hopes to remain at the heart of innovation on the hair care market, and to be recognised as the expert that millions of women turn to, when it comes to the health of their hair.

Recent Developments

Procter & Gamble is a company that places great value on new and important innovations, by developing a superior understanding of consumers and their needs. In recent years, Romanian consumers, especially women, have become increasingly demanding when it comes to personal care. Today, women are more and more aware of the specific needs related to hair care, with numerous environment factors having a



negative impact upon the health of their hair: For this reason, Pantene always strives to keep up with the current needs of consumers and launches products designed to meet their expectations, to help them look better and feel more confident.

The latest news from Pantene in Romania came with the launch of two new collections since 2005. 'Full & Thick golden collection' is a product line especially designed for women with thin hair who want their hair to be stronger and thicker. The collection contains an ultra-nourishing and gentle shampoo, as well as a conditioner and revitalising treatment mask. The 'Anti-Breakage purple collection' was launched on the market to address a very specific problem for women, related to hair loss due to breakage. The collection contains shampoo, conditioner and a two-minutes strengthening treatment mask.

Promotion

Pantene's promise of strong & healthy hair appeals to millions of women, including many celebrities in Romania. Since 2003, many famous local celebrities have associated their names with Pantene values. Mihaela Rădulescu, one of the most popular TV presenters in Romania, was the first celebrity to endorse the brand. Her strong personality and continuous struggle for excellence perfectly matched Pantene's own values, and she remains the most recognisable face of the brand. Daniela Nane and Alexandra Dinu - two much-loved actresses, both in Romania and abroad, also endorsed Pantene.

Another key pillar in promoting the brand is the Pantene Beauty Awards, an event first launched in Romania in 2001, as part of Romanian Fashion Week. Today, it has developed into a long-awaited ceremony, recognised as the "Oscars of the Romanian Beauty Industry", turning the spotlight to the work of professionals and celebrities in the Romanian beauty industry. Through these awards, Pantene Pro-V celebrates



the spirit of beauty, offering recognition to the most important representatives in the industry. This helps the Pantene brand find its place at the heart of the world of fashion, delighting women with the latest news from the world of beauty.

In 2006, Pantene Pro-V's saw a global re-branding campaign, aiming at renewing its appearance and formula and proving that it is constantly moving forward to fulfil its promise to consumers - to offer beautiful, strong hair, the key factor enabling every woman to look & feel great!

Brand Values

At the heart of the Pantene brand lies the belief and the commitment to help women in their search for beauty. The emotional values associated with the brand have changed little in the past 60 years.

Pantene's current brand philosophy is still about empowering women to bring out their true beauty, allowing them to be transformed, to feel strong, powerful and more confident in what they want to be.

Assuming the responsibility of being the number one shampoo brand in the world, Pantene is dedicated to providing women with the most highly performing products. Pantene is leading the field of innovation in terms of producing the best products and sourcing the finest ingredients for shampoos, conditioners and treatments. Consumers consistently reaffirm that the brand is their trusted expert in hair care, offering strong, shiny, healthy looking hair from root to tip.

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THINGS YOU DIDN'T KNOW ABOUT

PANTENE

- From the very first product that was formulated in 1947, to the most recent in 2006, the same super strengthening shine-enhancing ingredient, Panthenol, remains a key signature of the Pantene brand
- The well-recognised phrase "Don't hate me because I'm beautiful" was part of a Pantene advertising campaign in the 1980s
- Pantene works with top hair experts across the globe to ensure that the most contemporary trends are included in its communication materials. In 2006, Pantene worked with internationally renowned celebrity stylists, such as Sam McKnight and Rita Hazan
- In 2005, the Pantene Beauty Awards celebrated five years of success in Romania