



OLAY®
PROFESSIONAL



latest innovations

New **Olay Professional Pro-X Clear** is a professionally designed, total skin care solution for adults to help bring acne under control for consistently clear skin. Unlike many current acne treatments that target teens, this skin care line was specifically designed for the needs of adult skin.

Olay Professional Pro-X Clear skin care line contains a clinically proven technology to control acne and help minimize the appearance of pores and refine texture in as little as four weeks:

- This skin care treatment takes into account the special needs of adult skin, including oily/dry combination skin, lower skin turnover, fragile skin barrier, hormonal fluctuations, post-inflammatory hyperpigmentation (skin discoloration caused by acne lesions and irritation from harsh acne treatments), aged appearance, and increased risk of blemishes associated with smoking.
- The treatment regimen provided clinically proven technology in a 12-week clinical study conducted by three independent laboratories among 300 women, ages 18-45, with mild-to-moderate facial acne.
- Over half of women in the U.S. between the ages of 25 and 58 have some form of acne, according to the American Academy of Dermatology, and the average age for acne patients increased from 20.5 years to 26.5 years between 1997 and 2007.
- Acne is a deeply emotional issue – women are just as bothered by acne as they are wrinkles.
- All products in the lineup are non-comedogenic (won't clog pores) and oil-free.

About the Olay Professional Pro-X Clear Regimen:

Olay Professional Pro-X Clear was developed by the Olay Professional Alliance for Skin Care Innovation, a group of renowned dermatologists and Olay Scientists. Designed to treat acne and minimize the appearance of pores and refine texture, the Olay Professional Pro-X Clear three-step daily skin care system includes:

- **Step 1** – Pore Clarifying Cleanser: A wash-off salicylic acid acne treatment that reduces oil and removes dead skin to help prevent clogged pores, while helping prevent new acne from forming.
- **Step 2** – Skin Clearing Treatment: A full face leave-on salicylic acid treatment designed to bring acne under control and help prevent future breakouts.
- **Step 3** – Complexion Renewing Lotion: A sheer moisturizer that hydrates to help fade the look of spots and redness for an overall renewed appearance.

Additional products in the line include Olay Professional Pro-X Clear SPF 15 Moisturizer and Olay Professional Pro-X Clear Intensive Refining Sulfur Mask Sulfur Acne Treatment.

Availability:

The Olay Professional Pro-X Clear system will be available at retailers across the U.S. beginning in July 2011.



Contact

Wendy S. Kennedy
P&G North America
Female Beauty
513.983.0470
kennedy.ws@pg.com

Jacqueline Mauchet
DeVries Public Relations
646.253.0207

Elizabeth Stanley
DeVries Public Relations
646.253.0206