

PROCTER & GAMBLE'S SEBASTIAN PROFESSIONAL BRAND UNDERGOES A FEARLESS AND FASHIONABLE REINVENTION

- Introducing a Complete Collection of Versatile Care and Styling Products Designed to Inspire -

Woodland Hills, CA – April 2008 – Procter & Gamble Professional Care, a division of The Procter & Gamble Company (P&G) (NYSE:PG), announced today the complete reinvention of its Sebastian Professional brand. Born in the 1970's, Sebastian Professional was a pioneer in innovative styling tools and techniques and grew into a portfolio of brands including Originals, Laminates/Laminates Sheer, Body Double, Xtah, Evokativ and salon cosmetics line, Trucco. In July 2008, Sebastian Professional innovates once again and emerges as one brand designed to inspire stylists and consumers alike.

The Road to Reinvention

With the relaunch of the Sebastian Professional brand, P&G Professional Care seized the opportunity to conduct exhaustive market research with stylists and consumers to determine what was lacking for them in the current salon category. This resulted in over two years of product testing and over 10,000 conversations with stylists and consumers to identify where P&G Professional Care could fill a void. The result today – the co-creation of a professional brand and a complete range of versatile and fearless care and styling products.

“The reinvention of Sebastian Professional truly does represent the co-creation of a professional brand with feedback from stylists and consumers who demand breakthrough technology, versatility and inspiration from their products,” says Kevin Otero, General Manager, P&G Professional Care, North America. “We are building on Sebastian Professional’s heritage of innovation to deliver new technology, while focusing on breakthrough forms like Whipped Crème that will allow both stylists and their clients to create a multitude of looks.”

The Fearless Collection

The new Sebastian Professional is a focused and powerful collection of over 30 products that combines Sebastian heritage heroes with new and exciting innovation. Designed first and foremost to offer versatility in use and application, the products are arranged as followed:

FOUNDATION: Demand Excel-ent Care

- Three essential shampoo and conditioner regimens with tailored levels of conditioning, designed to restore a multitude of hair types to the same healthy level
- Light, Drench & Penetraitt

FORM: Demand Sculpt-astic Stylers

- Eight fierce styling products designed to hold, mold and sculpt
- Re-Shaper, Shaper Fierce, Shaper Zero Gravity, Liquid Steel, Gel Forte, Mousse Forte, Craft Clay & Molding Mud

FLOW: Demand Sophisti-caring Stylers

- Six essential treatment-stylers for creating touchable, soft and flowing hair
- Thickfy Foam, Taming Elixir, Whipped Crème, Stylixir, Potion 9 & Potion 9 Lite

In addition to the creation of innovative products, understanding the power of the stylist endorsement to consumers is a critical aspect of the reinvention. Therefore, Sebastian Professional is ensuring that stylists gain maximum inspiration from the new collection via cutting-edge new training programs offered in major metropolitan hubs across the country. In the spirit of fearless self-expression, stylists are given the freedom to explore Sebastian Professional through a combination of Product Knowledge DVDs, online learning and education courses. These tools will immerse stylists in the spirit of the brand and seek to provide stimuli and inspire, versus mandate techniques and styles.

Visionary Inspiration

Sebastian Professional's innovative products and sleek new packaging are not the only inspiration points for stylists and consumers; there are additional unexpected sources. Taking cues from their fashion-focused heritage while boldly looking ahead into the future, Sebastian Professional's new advertising

campaign celebrates visionary and rising style personalities surfacing from the worlds of fashion, film, music, art and pop culture.

Debuting as the first fearless force to embody the spirit of Sebastian Professional is Los Angeles-based digerati icon and newbie style setter, Cory Kennedy. She is one of several surprising personalities who have been tapped to represent Sebastian Professional's pulse on inspirational, style-savvy and fiercely individual young talents.

Beginning July 2008, the new Sebastian Professional will be available 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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For more information, please contact DeVries Public Relations:

Jodi Housman

Email: jhousman@devries-pr.com

P: 646.253.0214

Brittany Pass

Email: bpass@devries-pr.com

P: 646.253.0238