



latest innovations

In a head-to-head anti-aging clinical trial, the **Olay Professional Pro-X Intensive Wrinkle Protocol** was shown to reduce the appearance of wrinkles as well as the leading gold standard prescription regimen in just 8 weeks\*. The results of this clinical study were recently published in the British Journal of Dermatology, one of the world’s leading peer-reviewed medical dermatology journals. “We believe this is the first of its kind clinical study comparing a cosmetic anti-aging regimen against a recognized prescription topical treatment for improving the appearance of facial wrinkling,” said Joe Kaczvinsky, PhD, a principal scientist at P&G Beauty & Grooming and lead author of the study. “Having this study published in a prestigious peer-reviewed journal is a testament to the significance of these findings.”

**The new Olay Professional Intensive Wrinkle Protocol was shown in an 8 week and 24 week clinical study to:**

- Reduce the appearance of wrinkles as effectively as the leading anti-aging wrinkle prescription brand regimen.
- No signs of increased skin dryness/flakiness through the six months.
- Provide significant improvement in facial stratum corneum moisture barrier function after six months of treatment.

\* Pro-X hydrates to reduce the appearance of wrinkles. The prescription takes 24 weeks to see full results and longer term comparative results may be different.



**PROX**

## About Olay Pro-X Technology:

### Olay Professional Pro-X Intensive Wrinkle

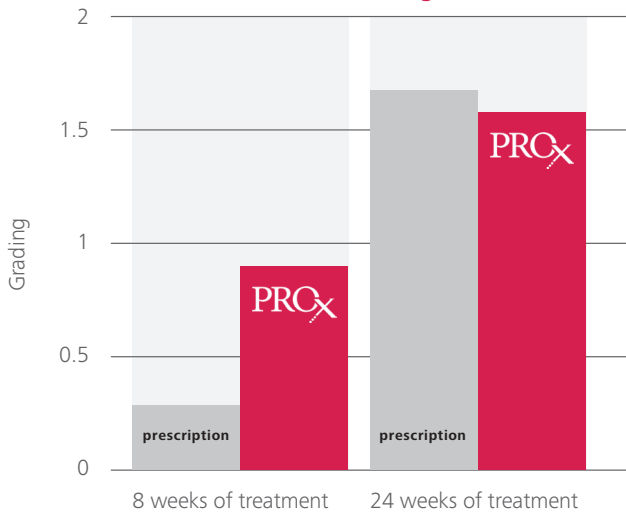
#### Protocol includes:

- Olay Professional Pro-X Age Repair Lotion with SPF 30 – Guards against damaging UVB and UVA rays and deeply hydrates skin, reducing the look of wrinkles.
- Olay Professional Pro-X Wrinkle Smoothing Cream – Hydrates deeply to significantly smoothe the look of lines and wrinkles.
- Olay Professional Pro-X Deep Wrinkle Treatment – Penetrates deeply into the skin’s surface, combating the appearance of wrinkles and intensely hydrating to allow the natural production of collagen.

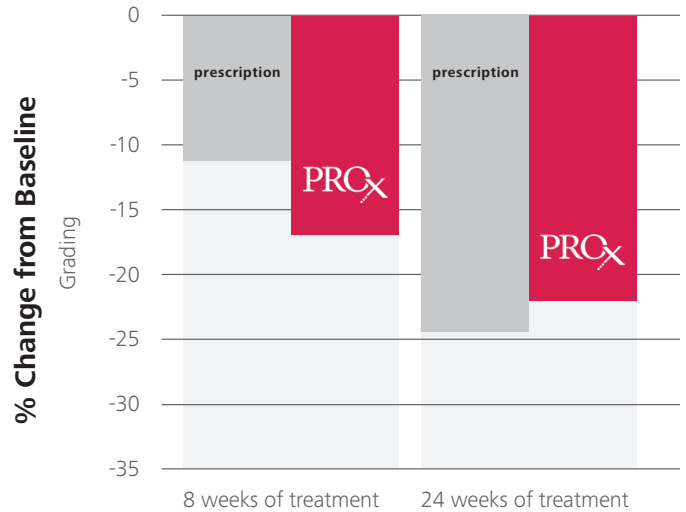
## Availability:

Olay Professional Pro-X is currently sold in North America and Greater China, and will launch in Australia/New Zealand in March 2010.

**Facial Fine Lines & Wrinkles Visual Grading**



**Facial Fine Lines & Wrinkles Image Analysis Results**



## Contacts

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