

1 Procter & Gamble Plaza Cincinnati, OH 45202

Herbal Essences: Now Celebrating **40 years** of being all about hair!

Thursday, October 18, 2012

Dear Ms. Lisa Smith:

We appreciate your feedback about our ‘touchably smooth’ shampoo. To prove our acknowledgment of your letter, we are sending you a free travel size sample of our ‘drama clean’ shampoo. We expect that this substitute will demonstrate the full Herbal Essences quality for your specific hair and skin type.

It is possible that your personal hair and skin type may require a gentler product such as our ‘drama clean’ line. This line consists of a lighter formula than that of our ‘touchably smooth’ shampoo and involves a highly effective cleansing and delicately conditioning technology for women with normal hair. Also, if it is smooth locks that you are looking for, ‘drama clean’ products contain hydro-activated silkening ingredients which promote soft and shiny hair. With ‘drama clean’ you should be able to enjoy smooth hair without any appearance of natural oils.

We also recommend that you be sure to thoroughly wash our product out of your hair. Sometimes, individuals with particularly thick hair may need to employ extra attention to completely washing out all shampoo soap from their hair. If any shampoo, regardless of brand, is not rinsed off completely, it can be entrapped in wisps of hair causing product build up over time. If this is the case, we recommend using a smaller amount of our shampoo when washing hair in order to lessen the chance of soap collection in the hair near the scalp. We also recommend that you be sure to run your fingers through every inch of scalp, allowing water to flow through and rid strands of all leftover shampoo.

Please enjoy our complimentary sample of ‘drama clean’ shampoo and understand that we welcome your honest comments about our products.

Sincerely Yours,

Jessica M. Szczechowicz

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President of Clairol Herbal Essences

A Procter & Gamble Company Brand