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Press Release

Source: Clairol

Clairol House Parties Take Over the Nation

Wednesday October 31, 1:00 pm ET

- Women nationwide host at-home beauty and bonding parties -

STAMFORD, Conn., Oct. 31 /PRNewswire/ -- For the first time ever, 1,000 women nationwide will be hosting their very own Clairol House Parties and inviting friends and family into their own homes for a night of at-home haircolor education and fun.

Clairol partnered with House Party, a unique marketing company that creates immersive events through at-home parties, to carefully select 1,000 hosts. The hosts were provided with the educational materials and expertise they need to help their friends and family make the best decisions about at-home haircolor in a comfortable setting -- their own homes. From choosing the perfect shade to a video of expert tips from celebrity colorist Brad Johns, Clairol will provide each host with the tools to inform and educate their guests.

"These parties give me the opportunity to provide my expertise to women across the nation and give them the same advice I give my clients sitting in my salon chair," states Brad Johns, celebrity colorist and Global Color Director for Clairol. "I am thrilled to be a part of the first-ever Clairol House Parties and have the opportunity to take women on an exciting journey through the beautiful world of haircolor."

Clairol has a tradition of consumer education through tools such as an interactive Web site, shade selection, educational materials and on-box instructions, to help women make the right decisions about at-home haircolor. Now Clairol is taking the next step and starting a national consumer movement by providing women with an intimate, in-depth educational opportunity through House Party.

About P&G Beauty (NYSE: [PG](#) - [News](#))

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®, 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](#) - [News](#)) and its brands.

Source: Clairol

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