Healthy is the New Beautiful: Pantene Announces 11 Global Athletes as Its Newest Beauty Ambassadors

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NEW YORK-(BUSINESS WIRE)--Pantene, the world’s leading haircare brand, today announced it will support 11 elite female athletes as its newest beauty ambassadors. The group will be featured in Pantene’s first global marketing campaign to support the Olympic Games. The athletes will provide proof that, regardless of their training for the Olympic Games, Pantene’s performance helps give them beautiful hair.

The sponsorship is part of P&G’s Worldwide Olympic Partner status with the London 2012 Olympic Games and marks the first time Pantene has featured athletes as beauty ambassadors. The group will join the likes of celebrities such as Liv Tyler and Eva Mendes, who are featured in Pantene’s iconic campaigns. Among the athletes are six Olympic gold medalists, numerous world champions and top ranked women in swimming, tennis, gymnastics, cycling, diving and volleyball.

“I spend hours in the pool and I want my hair to look beautiful,” said 11-time U.S. Olympic medalist Natalie Coughlin, one of the Pantene-sponsored athletes. “I trust Pantene to make my hair look great so I can concentrate on training.”

“We believe that healthy is the new beautiful and we’re thrilled to add this exceptional group to our select list of global beauty ambassadors. These women are a wonderful fit with our heritage of performance and shine,” said Hanneke Faber, Vice President and Brand Franchise Leader, Global Haircare at P&G. “Their hair is easily some of the most challenged on the planet and Pantene can take on the task. Our products are designed to perform under demanding conditions.”

Pantene’s athlete roster includes*:

- **Jaqueline Carvalho**  
  Brazil  
  Volleyball  
  Beijing 2008 Olympic Games gold medalist and Brazilian National Team striker

- **Natalie Coughlin**  
  United States  
  Swimming  
  11-time Olympic medalist and multiple international competition medalist

- **Gisela Dulko**  
  Argentina  
  Tennis  
  Top ranked global doubles player

- **Paola Espinosa**  
  Mexico  
  Diving  
  Two-time Olympian and Beijing 2008 Olympic Games bronze medalist

- **Evgeniya Kanaeva**  
  Russia  
  Rhythmic Gymnastics  
  2008 Olympic gold medalist

- **Wu Minxia**  
  China  
  Diving  
  Two-time Olympic gold medalist and three-time world champion

- **Victoria Pendleton**  
  Great Britain  
  Cycling  
  Olympic gold medalist and eight-time world champion

- **Annamay Pierse**  
  Canada  
  Swimming  
  Olympian and world record holder in the 200m breaststroke

- **Aya Terakawa**  
  Japan  
  Swimming  
  International competition medalist and Athens 2004 Olympic Games participant

*Additional athletes to be named later

The Pantene campaign leading up to and during London 2012 includes holistic and integrated support in advertising, retail, online and PR channels. It is part of P&G’s Worldwide Olympic Partner status, which is anchored by the ‘Thank You, Mom’ campaign for the London 2012 Olympic Games. P&G’s ‘Thank You Mom’ campaign will help improve life for moms around the
world and provide support for the moms of the Pantene athletes and the moms of thousands of other Olympians. For more information on the brand’s activities, visit www.pantene.com.

About P&G

P&G touches and improves the lives of about 4.4 billion people around the world with its portfolio of trusted, quality brands. The Company’s leadership brands include Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, and Ambi Pur®. With operations in about 80 countries, P&G brands are available in more than 180 countries worldwide. Please visit http://www.pg.com for the latest news and in-depth information about P&G and its brands.


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