



The **SK-II** prestige skincare brand achieved Billion-Dollar Brand status in March 2012, a significant milestone that underscores Procter & Gamble's focus on innovation and trusted brands that deliver worldwide consumer appeal.

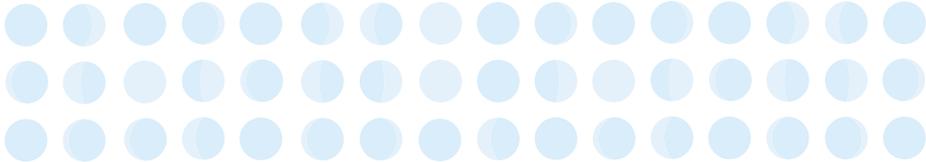
### Since launching in December 1980, SK-II has touched and improved the lives of millions of women around the world.

- All SK-II products contain Pitera®, an active ingredient proven to achieve crystal clear skin in as little as 14 days.
  - This unique ingredient was discovered at a sake brewery in Japan, where scientists noticed that the hands of elderly workers – which came into constant contact with the fermentation process – were extraordinarily soft and youthful-looking. After years of research, scientists isolated a naturally derived liquid from the yeast fermentation process.
- Products in the SK-II lineup address a range of regional and cultural skincare and beauty challenges, allowing the brand to appeal to consumers worldwide.
- Facial Treatment Essence is an iconic product that is synonymous with the SK-II brand name; it contains over 90% Pitera.
- SK-II is currently available in 13 markets around the world, from Japan to the United States and from Spain to Singapore.
- An SK-II product line for men was launched in October 2011, and is off to a strong start.

P&G has 26 brands with more than \$1 billion in annual sales: 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®/Ambi Pur®, SK-II®, and Vicks®.

## Availability:

SK-II is available at department stores, general merchandising stores, and through travel and online retailers in Australia, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Singapore, Spain, Taiwan, Thailand, UK and the U.S.



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