



savvy circle members

Insider Info



New Head & Shoulders 3Action Formula

For beautifully soft, flake-free hair

Welcome to our savvy circle project with new Head & Shoulders



Together with a specially selected group of 2,500 savvy circlers, you get the chance to try out the brand-new Head & Shoulders 3Action Formula and share your experiences with those around you.

We can't wait to get started!

Our savvy circle project

In this project we want to ...

... **try out** the brand-new Head & Shoulders 3Action Formula with a select group of 2,500 members of the savvy circle.

Try out.



... become Head & Shoulders ambassadors by **spreading the word** about the new Head & Shoulders 3Action Formula with our friends and family.

Spread experience.



... share our opinion on the new Head & Shoulders 3Action Formula in **two online surveys**.

Share opinion.

Your Starter Kit

At the beginning of the project all participating members of the savvy circle will receive a free Starter Kit containing the following:

For You

- One full-size bottle of Head & Shoulders 3Action Formula shampoo
- A savvy circle insider's guide full of handy hints and tips
- 'Ask your friends' product research sheets

To pass on to Friends and Family

- 6 x unbranded bottles of Head & Shoulders 3Action shampoo
- 10 x money off coupons



All of your questions and ideas can be discussed on our project blog:

<https://circle.supersavvyme.co.uk/uk/projects/headandshoulders2016>

The best way to get your questions and suggestions to us is via email:

misslizzy@savvycircle.co.uk

How it all works

1. Get to know Head & Shoulders 3Action Formula

Have you been searching for a shampoo that loves your hair AND cares for your scalp? Well, look no further because the newest and most exciting revolution in hair care is upon us and you might just be surprised when you learn who's behind it.

Take some time to read the insider and product info in this booklet. Aside from it being a great read you'll become a scalp and haircare expert in no time and find that spreading the word will come naturally.

Don't forget to take some photos, we want to see the fun you're having with Head & Shoulders!

Simply visit <https://circle.supersavvyme.co.uk/uk/projects/headandshoulders2016>, log into your dashboard and upload your photos via the 'upload a photo' tool.

2. Your opinion counts

The people behind the brand are listening and they genuinely want to know what you think of the new 3Action Formula – this is the perfect chance to have your voice heard!

There are two surveys to complete throughout the course of the project:

- Starter Survey at the beginning of the project
- Final Survey at the end of the project

The results are fed straight back to the brand; make sure your feedback is included! We'll let you know by email as soon as the surveys are live.

3. Ask your friends

One of the great things about savvy circle projects is that we get to try out and be product researchers for brands we love so it's easy to get your friends on board too.

Included in your Kit is a book of 'Ask your friends' research sheets. Use these to simply and easily survey those around you to find out what other people think of Head & Shoulders 3Action Formula. The combined results will be handed over to the team at Head & Shoulders, so everyone's opinions really do count.

Once the sheets have been completed and handed back to you, simply log into the savvy circle and upload the results via your personal dashboard.



Taking care of your skin, all of it

Most of us take our skincare regime pretty seriously. We cleanse, tone and moisturise. We use creams and serums and tinted moisturisers. And, we're ALWAYS on the lookout for exciting new products to help us achieve that perfect dewy glow.



And, when it comes to our hair, we put the effort in there too. We might spend hours getting the perfect Kate Middleton voluminous blow dry or spend a fortune on serums and sprays to get the perfect sophisticated chignon – but what about the skin on our scalp? Well, that's a different story!

It is thought that as many as 80% of us neglect our scalps completely, we buy shampoo to match our hair type but give little thought or attention to where our hair actually grows from.

BUT – and this might come as a bit of a surprise to you – for healthy hair you need a healthy scalp. It's that simple.

The problem is, it can be hard to find a shampoo that cares as much for our scalp as it does for our hair, and you can't get a facial for your scalp – or can you?

Cleanse, protect, moisturise

A shampoo that gives you beautiful, flake-free hair isn't impossible, it's brand new! The scientists at Head & Shoulders have spent the last ten years perfecting an astonishing formula that not only cares for dry, itchy scalps but also provides you with hair worthy of a salon-style photo shoot!



Cleansing, toning and moisturising is necessary for our skin and now we get to show the same love to our hair and scalp in one simple step:

CLEANSE – New Head & Shoulders 3Action Formula provides a rich, dreamy lather that is both deeply indulgent and robustly effective at removing flakes.

PROTECT – The new formula offers unbeatable, long-lasting dandruff removal by targeting the cause of a dry and flaky scalp.

MOISTURISE – this innovation in scalp and haircare leaves the hair fibres softer and instantly hydrated thanks to the active ingredients that lock the moisture into the lengths of the hair.

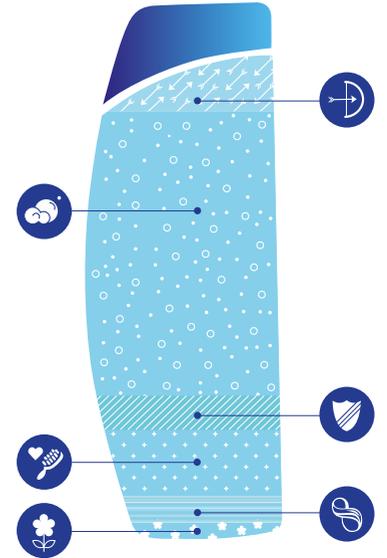
So, as well as a clean and clear scalp, you also get smoother, softer and beautifully manageable hair – what's not to love?

What's in the bottle?

It's official, you can now have gorgeously soft hair AND a clear scalp. Still in shock? Take a look at the elements that work together and see for yourself what makes new Head & Shoulders 3Action special.

So what's in the bottle:

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Dandruff fighting ingredients – Zinc and other active ingredients that tackle Malassezia Globosa, the particle that causes dandruff.
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Cleansers and lather-building agents – Some anti-dandruff shampoos don't lather in the way that other shampoos do. The experts at H&S have worked to ensure that your hair lathers up so that it feels soft and looks great.
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Stabilisers – These nifty little gems keep all the elements in the shampoo combined so you get H&S goodness in every drop.
- 
Conditioners – Help the shampoo lather and spread to give you a gorgeous barnet.
- 
pH balance – The pH balance ensures H&S is gloriously gentle on your skin.
- 
Colour, scent and plant extract – To give you long-lasting and fantastic smelling hair.
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Water – The substance that holds it all together. A vital part of the mix, all ingredients are mixed and dissolved in water before it is bottled.



And there you have it, the complete set of properties that make the newest innovation from Head & Shoulders. Because gorgeous hair and a flake-free scalp shouldn't be mutually exclusive.

The science behind the surprise

The Problem

According to experts, the general makeup of our scalp skin is the same as the skin on the rest of our body. With hair follicles, pores and oil glands, scalp skin is susceptible to the same issues as normal skin. Just as skin can have visible concerns, such as pimples, dryness, and wrinkles, the scalp can experience similar problems such as dryness, irritation, itching and flaking. Simply put, the scalp needs “facials” too, as a healthy scalp leads to healthier, beautiful hair.

The Solution

The experts at H&S singled out a potent compound made of zinc that proved successful in removing dandruff. This made for a brilliant solution that soon became the world's leading anti-dandruff shampoo. The only minor problem was the zinc meant a less luxurious lather (the larger particles caused the bubbles to pop) and a less decadent clean. That was fine for the boys who just want to wash and go but us ladies require a little more love to have a truly great hair day.

The Finishing Touch

After 12 years of, wait for it, ‘exploration, molecular modelling, clinical studies, particle distribution, size optimization and technical measures to visualize particle deposition’, Head & Shoulders scientists established a new micro zinc technology that contains an 8 times smaller zinc mineral. All very science-sounding of course but what it boils down to is this: the smaller particles in the new formula have all the necessary anti-dandruff benefits of classic Head & Shoulders but leave room for added va-va voom. So you get beautifully soft, shiny and manageable hair and a gloriously clean scalp to boot.

Think of it as a mini-“facial” for your scalp every time you wash!



Ideas for spreading the word

A major part of your role as a savvy circle member is to spread the word and let your friends know about this exciting new development from Head & Shoulders. Over the next couple of pages, we've included a few ideas to get you started but you'll probably have the best ideas yourself so please do share them on the project blog!

Wait for the wow!

In your Starter Kit you've been given six super-secret sample bottles of New Head & Shoulders 3Action Formula. We want you to get your pals involved in The Luxury Hair Care Challenge or, in other words, the “WOW facial” for your hair.

Give pals a bottle each and let them know that they are taking part in a challenge with one of the world's leading shampoo brands. Let them know that they should wash their hair using the secret formula for one week and then check back in for THE BIG REVEAL – they're not going to believe who's behind it.

Take it in turns to surprise your pals and get their authentic reactions. To play on the revelation, you could do a surprise reveal at:

- The gym! Wait until your sister has washed and blow dried her hair and then let her know why her hair smells so delicious.
- Work! Visit your colleague's desk with a money off coupon and let her know just why her hair looks so great today!
- A night out! Out for drinks with your best pal? Comment on how shiny her hair looks and let her know the secret beauty brand that everyone's talking about.

Make sure you have your camera ready for when you give the BIG reveal to capture any surprised reactions! Hand out your 'Ask your friends' sheets and get any extra feedback.



Eat your way to beautiful skin

For great hair, we need a great scalp and for that we need great skin. Why not hold a 'beautiful skin' dinner party and combine it with a fun quiz where your pals guess which surprise ingredients have specific beautiful-skin benefits?



Lentil, red pepper and tomato soup

Is it the stock? Is it the lentils? No, it's the tomatoes! Tomatoes are a rich source of lycopene, a skin healthy antioxidant and cooking them actually increases the concentration of lycopene. Red peppers, on the other hand, are loaded with vitamin C which is associated with better skin-aging appearance.



Sesame-soy salmon with carrot and courgette noodles

Salmon is a source of omega-3 which locks moisture into your skin and keeps it supple, while carrots are a great source of vitamin A which prevents the overproduction of cells in the skin's outer layer.



Dark chocolate (and avocado) truffles

These are an extra little surprise to finish off your evening. Ask your pals to guess the secret ingredient (you can barely taste the avocado!). They are packed full of B vitamins and antioxidants which is great for the skin.

Prepare to wow your friends with your culinary skills and knowledge of all things skin related.

Take a moment to discuss the benefits that new Head & Shoulders has had on your hair and your scalp and then share your money off coupons with your pals.

The surprise hair fairy

We all know the confidence boost that we get with a good hair day so why not be a hair fairy and surprise your friends and work pals by giving the gift of great hair?

In honour of all things unexpected, it's time to surprise your pals by being their hair fairy. It's simple, all you have to do is take around a bag of magical goodies that you'd wish you had if your hair wasn't feeling up to scratch.



What you will need:

- Hair brush
- Dry shampoo
- Mousse
- Serum
- Hairspray
- Kirby grips

And the most important thing is that you're on hand to assist and offer some magical advice: pal's hair flat as a pancake? A spritz or two of dry shampoo should do it. Friend's curls turned to frizz thanks to the weather? A ball of mousse should fix that. Colleague's fine hair gone all flyaway? A bit of serum should tame it.

Be the answer to all of your friends' hair woes and let them know that great hair starts with a clean and clear scalp. Share your money off coupons with anyone who gets the hair fairy treatment!



The birth of beauty

Head & Shoulders is the number one anti-dandruff shampoo in the world, being #1 takes a lot of time and dedication, their story began way back in 1949...



In 1949, John Parran Jr., a chemical engineer and bacteriologist from the University of Tennessee, joined Procter & Gamble on perhaps the single toughest innovation challenge – to free the world of dandruff.

The project codenamed “Head and Shoulders” was not an easy one but Dr. Parran and his team of scientists never gave up. They finally singled out a potent compound made of zinc that proved successful in removing dandruff.

In November 1961, the codename became a brand name and Head & Shoulders was launched. The product was so effective in removing dandruff that it was launched across America the following year in the form of a cream.

But the team didn't rest on their laurels. The cream was effective but fiddly and so, in 1975, they succeeded in making a shampoo clinically-proven to remove dandruff with a mild, pleasant fragrance.

In 2002 – through advanced DNA sequencing technologies, Head & Shoulders scientists unveiled an enigma unknown to scientists for hundreds of years. The first and last name of the dandruff-causing villain was revealed at last – Malassezia Globosa.

2016 ushers in a new era of hair care – after ten years of dedicated research the H&S experts have succeeded in creating a shampoo that not only keeps your scalp flake free but also gives you beautifully shiny and nourished hair. Welcome to the future of hair and scalp care.

Meet the Head & Shoulders team!

Say hello to Callum, our contact at Head & Shoulders. He'll be keeping up with the project and can't wait to hear what you think of the 3Action Formula, and to read your lovely comments! Make sure your voice is heard!



Making every day more rewarding: supersavvyme

Individual brands and the people who use them are a top priority for P&G.



At supersavvyme we strive to show you ways to make the most out of every moment of every day. A place to share ideas, be inspired and treat yourself, our platform offers you a wealth of information, tips, products and practical services in the following areas:

- Style & Beauty
- Home & Garden
- Family Life
- Food
- Health & Wellbeing

So now supersavvyme has over 2 million registered members we've relaunched our website. As a registered user, you can now upload your own product reviews, share interesting articles with other

mums, get expert advice and benefit from exclusive offers, in addition to enjoying giveaways, attractive coupons for everyday products, free product samples, product tests, and much more.

Members of supersavvyme are often some of the first to learn about new products – which they get to try and give an honest opinion of. Just like you're currently doing in this savvy circle project with Head & Shoulders. Supersavvyme product tests are exciting for members of the savvy circle as well as for P&G brand managers and product developers because they present the chance to improve existing products or develop new ones.

Whether you're testing something yourself and gathering feedback, like in this savvy circle project with Head & Shoulders, or benefiting from the reviews and recommendations of other participants, supersavvyme is the place to go for ideas and inspiration – and for simply rewarding yourself.



Member of the savvy circle

Are your friends, family, colleagues or neighbours also interested in new products and helpful tips? Tell them about supersavvyme and the chance to: learn about new brands as a brand ambassador, contribute to an online community with over two million members, share your experiences with others, and influence a reputable brand with your opinions. Learn more at: <http://www.supersavvyme.co.uk>

P&G: The Company



P&G, the company behind strong brands.

The Head & Shoulders brand is owned by the Procter & Gamble company, which happens to own a large “family” of brands in the UK.

Whether for cosmetics and shaving, home or health: good brand-named products make life a little easier every day. Many of the products we trust come from Procter & Gamble.

Procter & Gamble has been around since 1837, when two Europeans, William Procter and James Gamble, founded the company in Ohio, USA.

Since then, the company’s 179 year history has been distinguished by its innovations and strong brands.

Around 4.6 billion times per day, people from all over the world come in contact with Procter & Gamble brands. In nine out of ten households there is at least one product from P&G.

Procter & Gamble’s goal is to make people’s lives a little more enjoyable – one day at a time. For new product development and product enhancements, P&G place high value on sustainability: the company cultivates their brands with the following generations in mind, and supports future-orientated and social projects.



P&G products are known for their quality



<https://circle.supersavvyme.co.uk/uk/projects/headandshoulders2016>

Your contact for this project:

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