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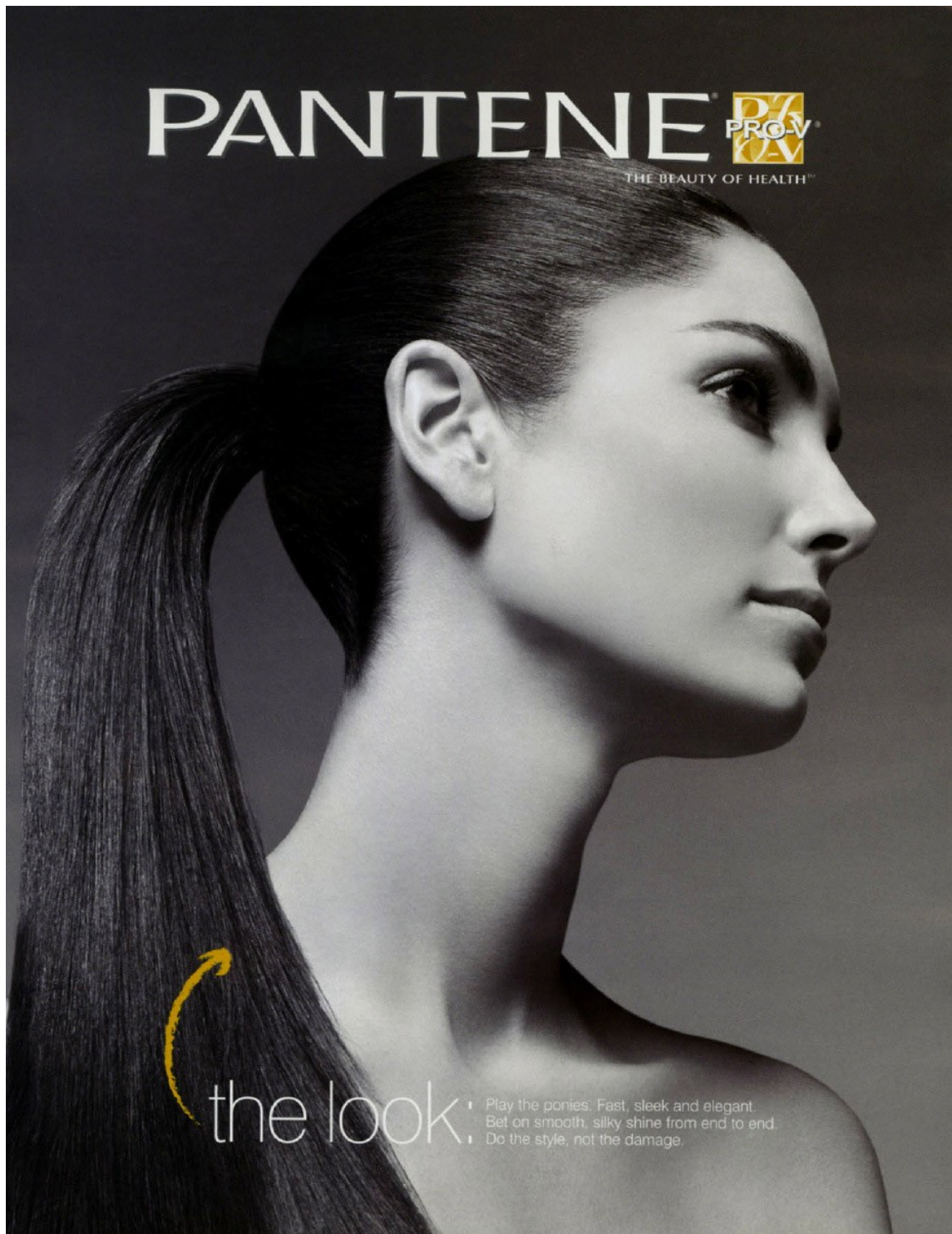
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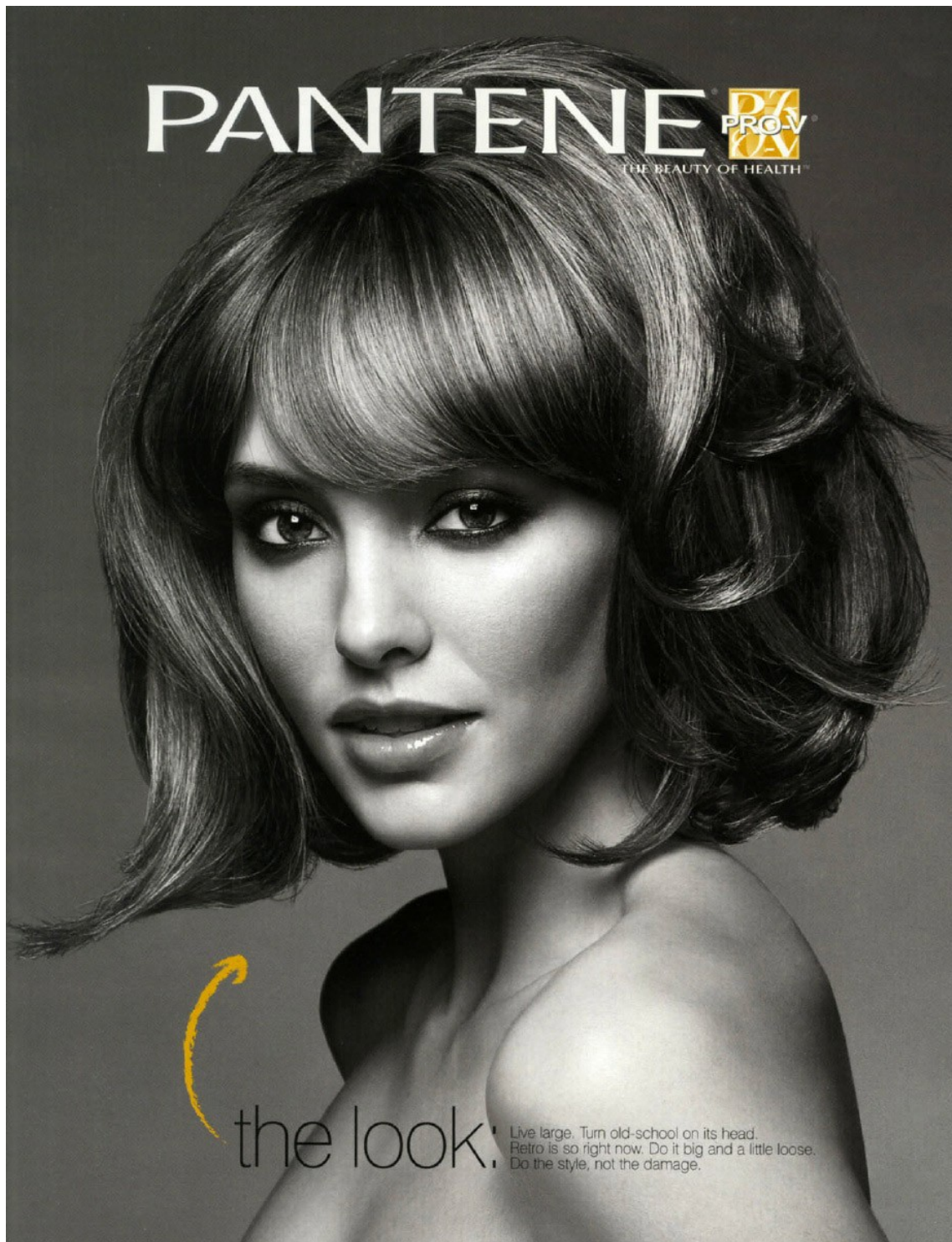
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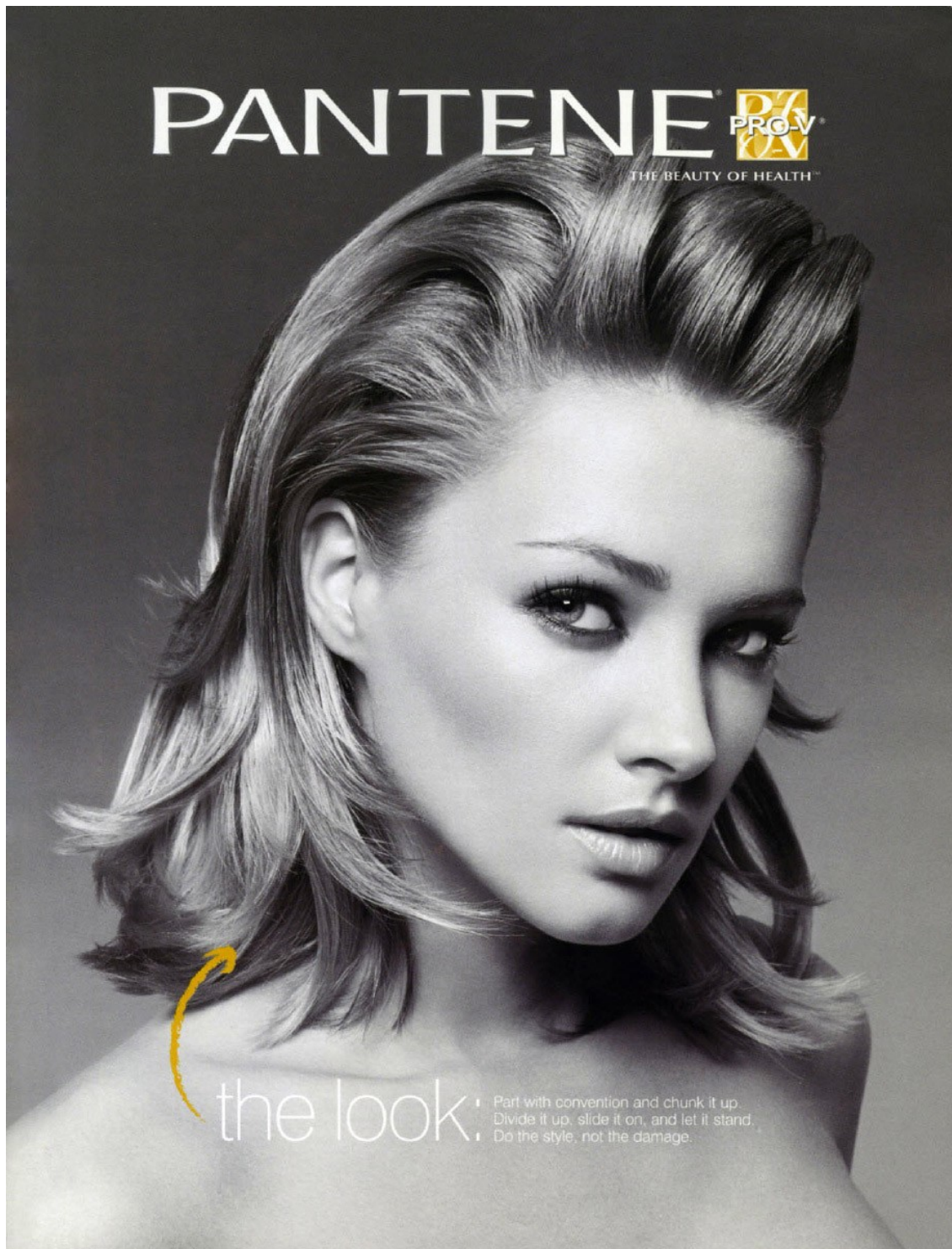
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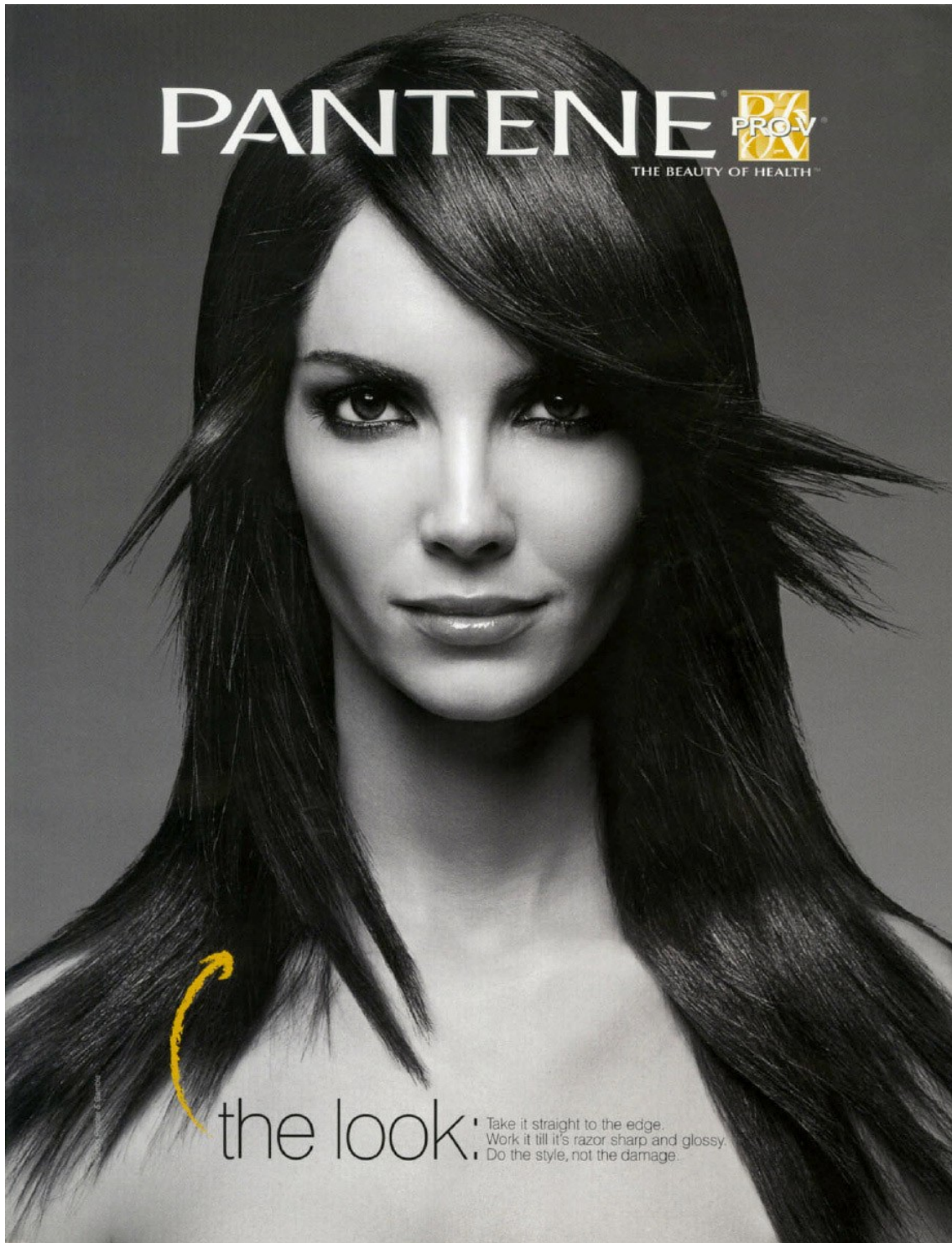
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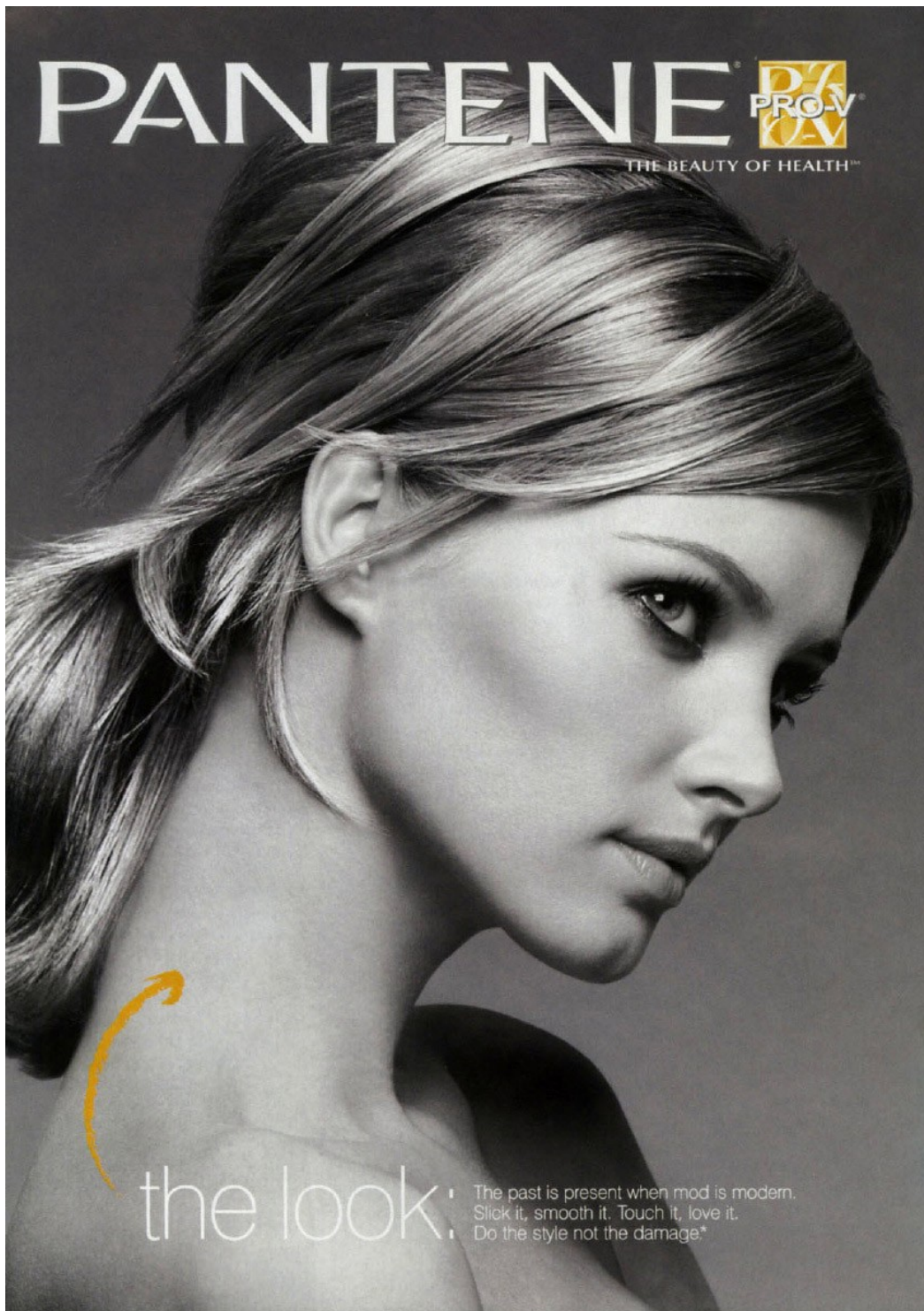
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PANTENE<sup>®</sup> PRO-V<sup>™</sup>  
THE BEAUTY OF HEALTH<sup>™</sup>

the look: Epic proportions and endless drama.  
It's Hollywood turned way up high.  
Do the style, not the damage.\*

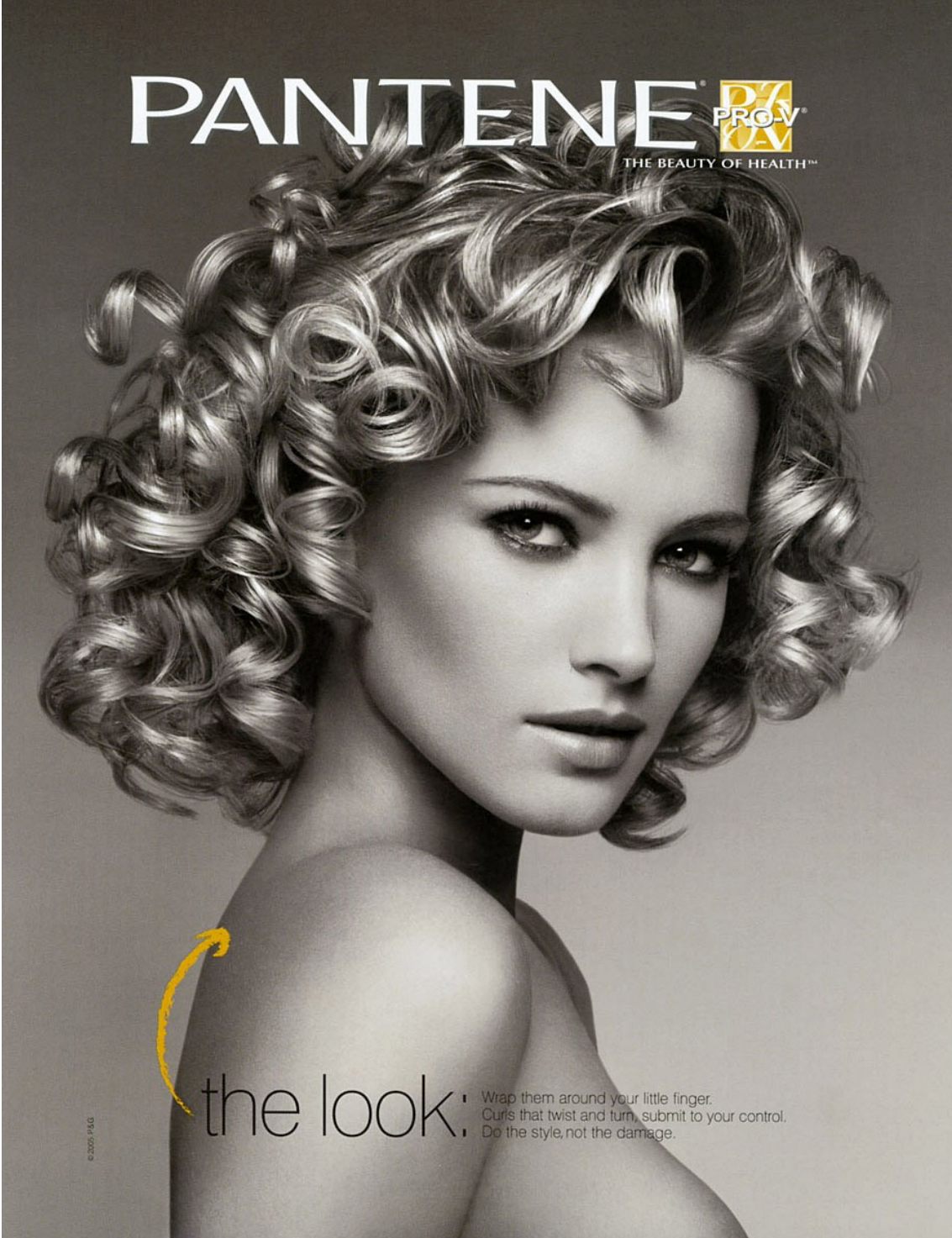
©2006 P&G \*when used on wet hair.

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PANTENE<sup>®</sup> PRO-V<sup>®</sup>  
THE BEAUTY OF HEALTH™

the look: Wrap them around your little finger.  
Curls that twist and turn, submit to your control.  
Do the style, not the damage.

© 2005 P&G

A black and white advertisement for Pantene Pro-V hair care. The central focus is a woman with voluminous, tight curls. The background is a dark, neutral tone. At the top, the brand name 'PANTENE' is written in a large, white, serif font, followed by 'PRO-V' in a smaller, white, sans-serif font inside a yellow square. Below this, the tagline 'THE BEAUTY OF HEALTH™' is written in a small, white, sans-serif font. In the lower-left quadrant, the text 'the look:' is written in a white, lowercase, sans-serif font, followed by three lines of smaller text: 'Wrap them around your little finger.', 'Curls that twist and turn, submit to your control.', and 'Do the style, not the damage.'. A yellow arrow points from the text 'the look:' towards the woman's hair. In the bottom-left corner, there is a small vertical copyright notice: '© 2005 P&G'.

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PANTENE® PRO-V

make piece

**NEW TEXTURIZE!**

Take matters into your own hands. Introducing a complete collection with texturizing pro-vitamin formulas to prep, chunk, texturize! your layers. Make it bold, make it different, make it up as you go.

for more texturized! looks go to [www.pantene.com/texturize](http://www.pantene.com/texturize)

The advertisement features a close-up portrait of a woman with long, straight, brown hair and bangs. The background is a soft, light blue. In the bottom right corner, there is a collection of Pantene Texturize hair care products, including a jar of cream, a tube of shampoo, a bottle of conditioner, and a tube of styling cream. The Pantene logo and 'PRO-V' are visible in the top right corner of the image area.

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PANTENE PRO-V

LEAVE THE PAST BEHIND  
UNDO 2 YEARS OF DAMAGE IN 1 MONTH\*

**New Time Renewal**  
Turn back the hands of time.

- **ADVANCED** pearlescent multi-pro-vitamin therapy formula
- **DRAMATIC** repairs up to 2 years of damage from daily stress, processing and blow-drying\*
- **VISIONARY** advanced technology mirrors the look of healthy hair
- **AMAZING** see hair's health and shine visibly restored in just one month, guaranteed†

**PRO-V RESTORATIVES**



\*Shampoo with conditioner repairs damage to shine and smoothness. †Satisfaction guaranteed. Call 1-866-828-5092. Return receipt requested. Offer ends 12/31/06.

©2006 P&G www.pantene.com/restoratives

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PANTENE

relaxed & natural  
FOR WOMEN OF COLOR

All-New Breakage Defense  
Stop seeing broken hair everywhere.

- **ADVANCED** new-tech systems with multi-pro-vitamin formulas
- **STRENGTHENS** goes beyond protection to help prevent future damage
- **VISIONARY** actually regenerates hair's radiant appearance
- **GUARANTEED** 90% less breakage in 1 month\*

relaxed & natural  
FOR WOMEN OF COLOR

BEYOND EXPECTATIONS  
90% LESS BREAKAGE IN 1 MONTH\*

\*Shampoo and conditioner vs. non-conditioning shampoo. Satisfaction guarantee. Call 1-866-635-5992. Return receipt requested. Offer ends 12/31/06.

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PANTENE

PRO-V RESTORATIVES

NEW BREAKAGE DEFENSE

CONDITIONER

SHAMPOO

GET UP TO 85% LESS BREAKAGE IN 1 MONTH GUARANTEED\*

\*Based on a study comparing Pantene Pro-V Restoratives to Pantene Pro-V Moisture Renewal Shampoo and Conditioner. See www.pantene.com for details.

**New Breakage Defense**  
Stop seeing so much broken hair everywhere.\*

- **ADVANCED** hi-tech pro-vitamin shampoo and conditioner system
- **STRENGTHENS** helps fortify hair against damage
- **VISIONARY** actually targets the problem zones
- **GUARANTEED\*\*** up to 85% less breakage in 1 month\*

NEW PRO-V RESTORATIVES

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PANTENE

PRO-V

PANTENE RESTORATIVES

NEW Frizz Control

Chronic frizz is virtually eliminated.

- VISIONARY a new approach actually changes the face of frizz
- ADVANCED high tech systems with multi-pro-vitamin formulas
- DRAMATIC helps lock-in natural moisture and repel humidity
- GUARANTEED all-day frizz control\*

NEW PRO-V RESTORATIVES

BEYOND EXPECTATIONS  
ALL-DAY FRIZZ CONTROL

\*Shampoo and conditioner vs. non-frizz-control shampoo.  
Conditioning treatment. Call 1-800-235-3992.  
Keratin repair treatment. Offer ends 12/31/06.

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**PANTENE** **PRO-V**  
THE BEAUTY OF HEALTH™

stretch the limits of strength

**99% stronger\***  
in just one week, Pantene with its exclusive **amino pro-vitamin complex** gives hair the power to resist breakage.

find your amino pro-v system: [pantene.com](http://pantene.com)  
\*shampoo & conditioner strength against damage vs shampoo alone



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PANTENE 

hot  
as ice

**Ice Shine**

Get chills with the Ice Shine Collection from Pantene. The pro-vitamin formula heats up your look with **2X the shine\*** in just one use.



© 2009 P.L.S.O.

learn cool ways to shine at  
[pantene.com/iceshine](http://pantene.com/iceshine)

\*Pantene shampoo and conditioner show 2x improvement vs. that of Pantene's shampoo alone.

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PANTENE PRO-V  
THE BEAUTY OF HEALTH™

take cover from winter damage

Revive dry, winter-damaged hair and defuse static with a moisturizing pro-vitamin formula that gives hair **10x** damage protection. Guaranteed.\*

Get the winter wrap-up at [www.winterrescue.com](http://www.winterrescue.com)  
\*shampoo and conditioner vs. non-conditioning shampoo alone. Satisfaction guaranteed. Call 1-800-522-2106. Original receipt required. Offer ends 2/28/07.

shampoo conditioner

PRO-V

PRO-V

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JOHN FRIEDA®  
COLLECTION  
LONDON PARIS NEW YORK

john frieda collection frizz-ease luminous color glaze sheer blonde brilliant Brunette radiant red johnfrieda.com

we see  
a symphony of color  
a shine boost  
everything coming together  
you



The advertisement features three models with different hair colors: a brunette on the left, a red-haired model in the center, and a blonde on the right. They are all looking towards the camera. In the bottom right corner, three cans of 'luminous color glaze' are shown, each labeled with a hair color: 'sheer blonde', 'brilliant Brunette', and 'radiant red'. The text 'we see a symphony of color a shine boost everything coming together you' is overlaid on the image.

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JOHN FRIEDA®  
COLLECTION  
LONDON PARIS NEW YORK

johnfrieda.com ©2007 John Frieda Professional Hair Care Division, Koa Brands Company



we see

a heat shield

flawless styles

a grand entrance

you

we see the potential to stop frizz before it starts.

The biggest causes of damage and color-fading are heat styling and UV rays. So we created **New Thermal Protection Serum**. With a **Thermal Shield Complex**, it wraps each hair strand with a protective sealant. Now with all of our **Frizz-Ease® Hair Serums**, you can be frizz-free. Another salon breakthrough from the professionals behind the John Frieda® Collection.

JOHN FRIEDA COLLECTION. THE BEAUTY OF INVENTION.™



john frieda collection luminous color glaze™ frizz-ease™ sheer blonde™ brilliant brunette™ radiant red™

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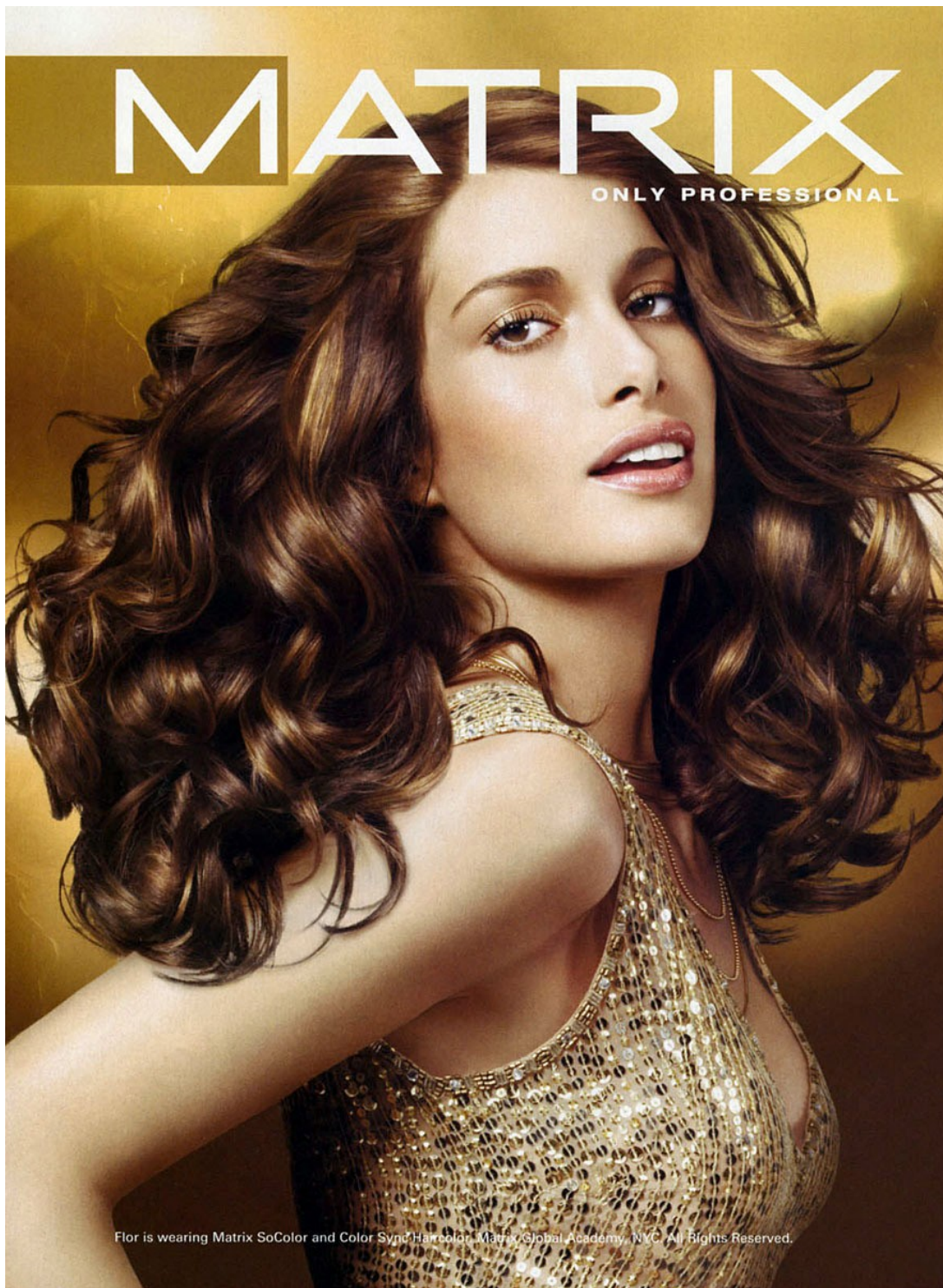
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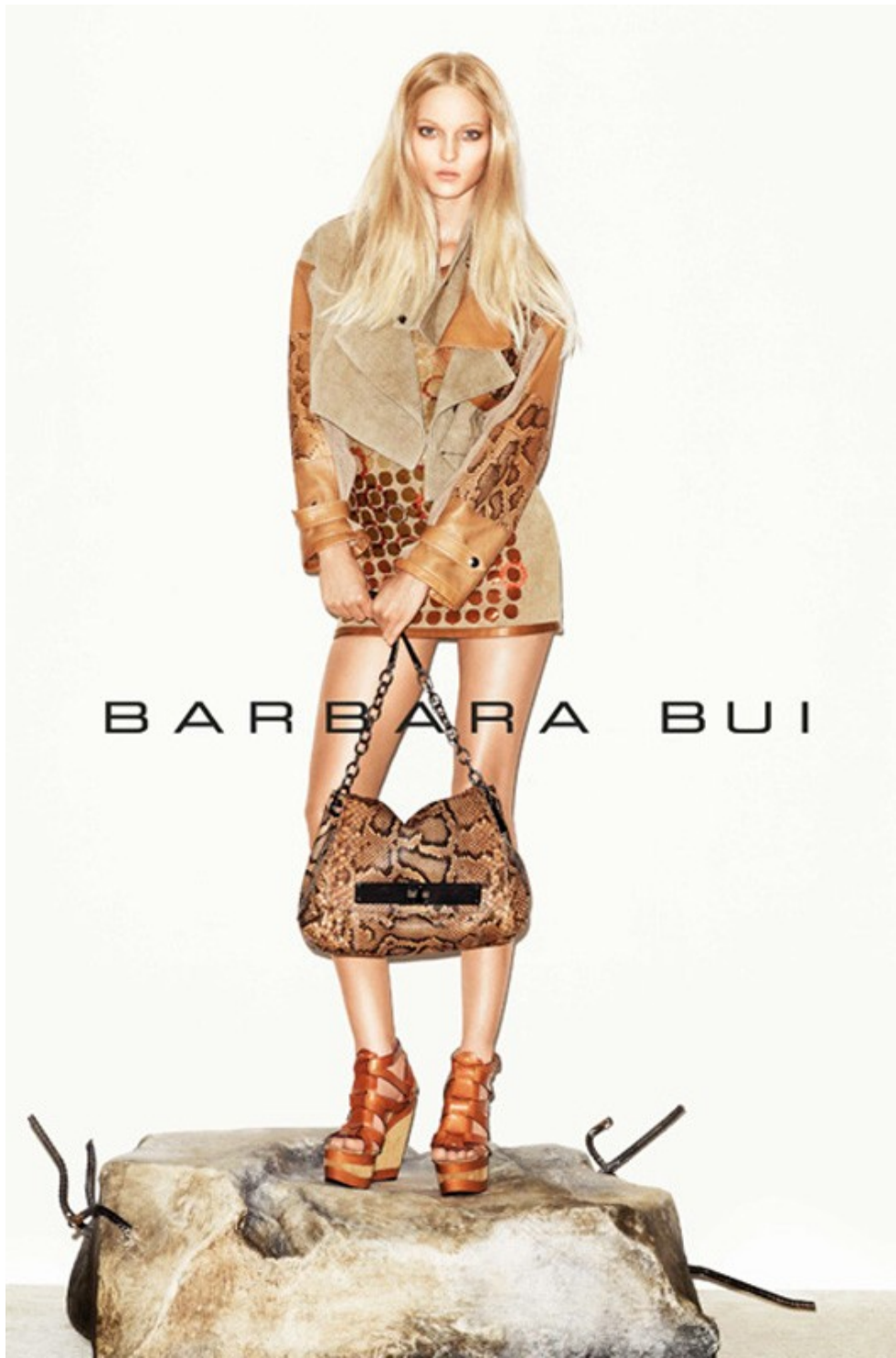
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A fashion advertisement for Ralph Lauren Eyewear. The central figure is a woman with blonde hair pulled back, wearing dark aviator sunglasses. She is dressed in a vibrant purple short-sleeved polo shirt with the iconic polo player logo on the chest. Underneath, a blue and gold patterned scarf is visible. She wears brown leather riding gloves on both hands and a gold watch on her left wrist. A large, brown leather satchel is slung over her shoulder. The background is a plain, light-colored wall. The text 'RALPH LAUREN' is printed in large, bold, blue serif letters across the top, with 'Eyewear' in a smaller, elegant script font to the right.

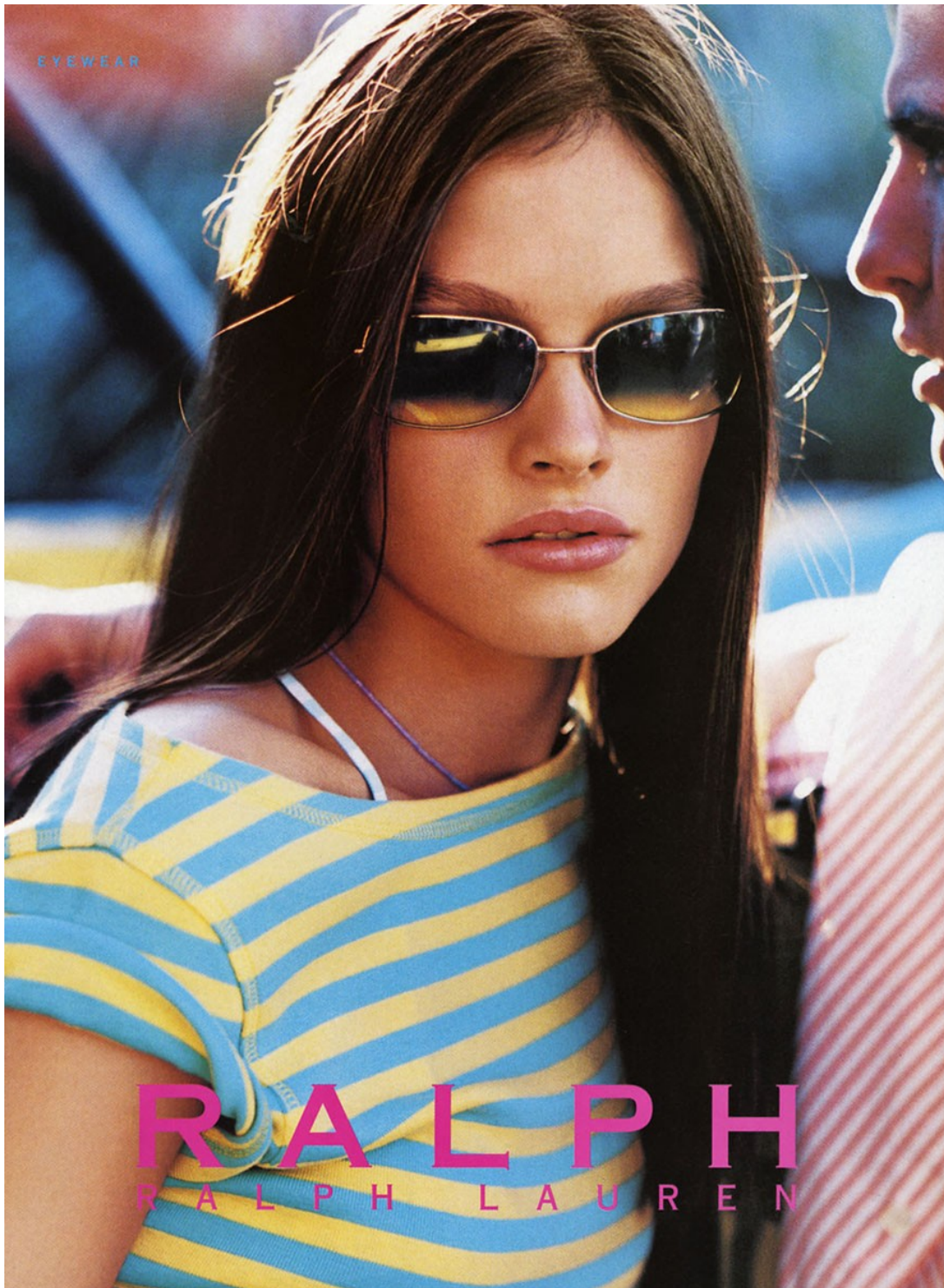
**RALPH LAUREN**  
*Eyewear*

RALPH LAUREN EYEWEAR IS AVAILABLE AT RALPH LAUREN STORES, RALPHLAUREN.COM  
AND THE FINEST EYEWEAR AND SUNGLASS RETAILERS

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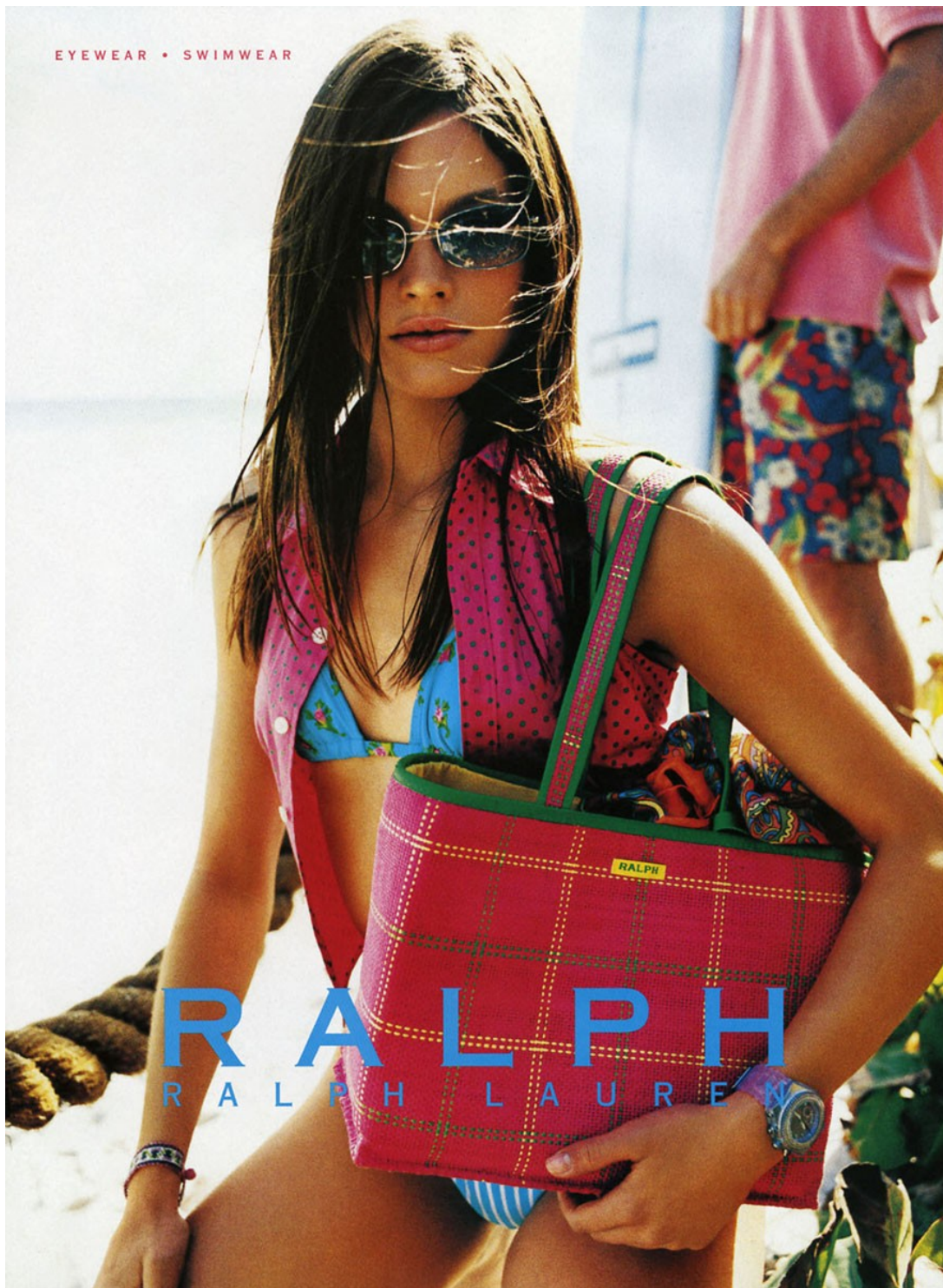


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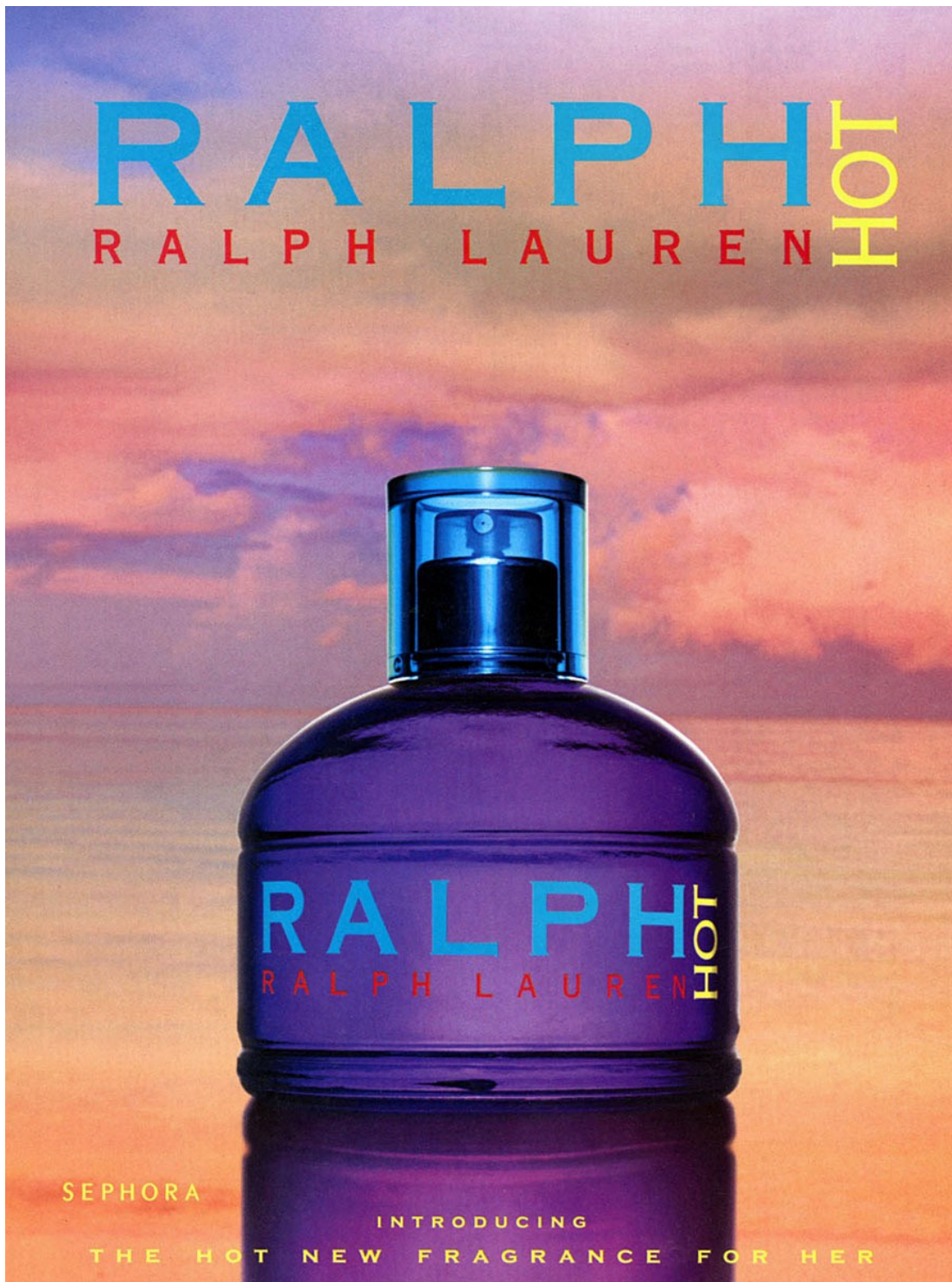
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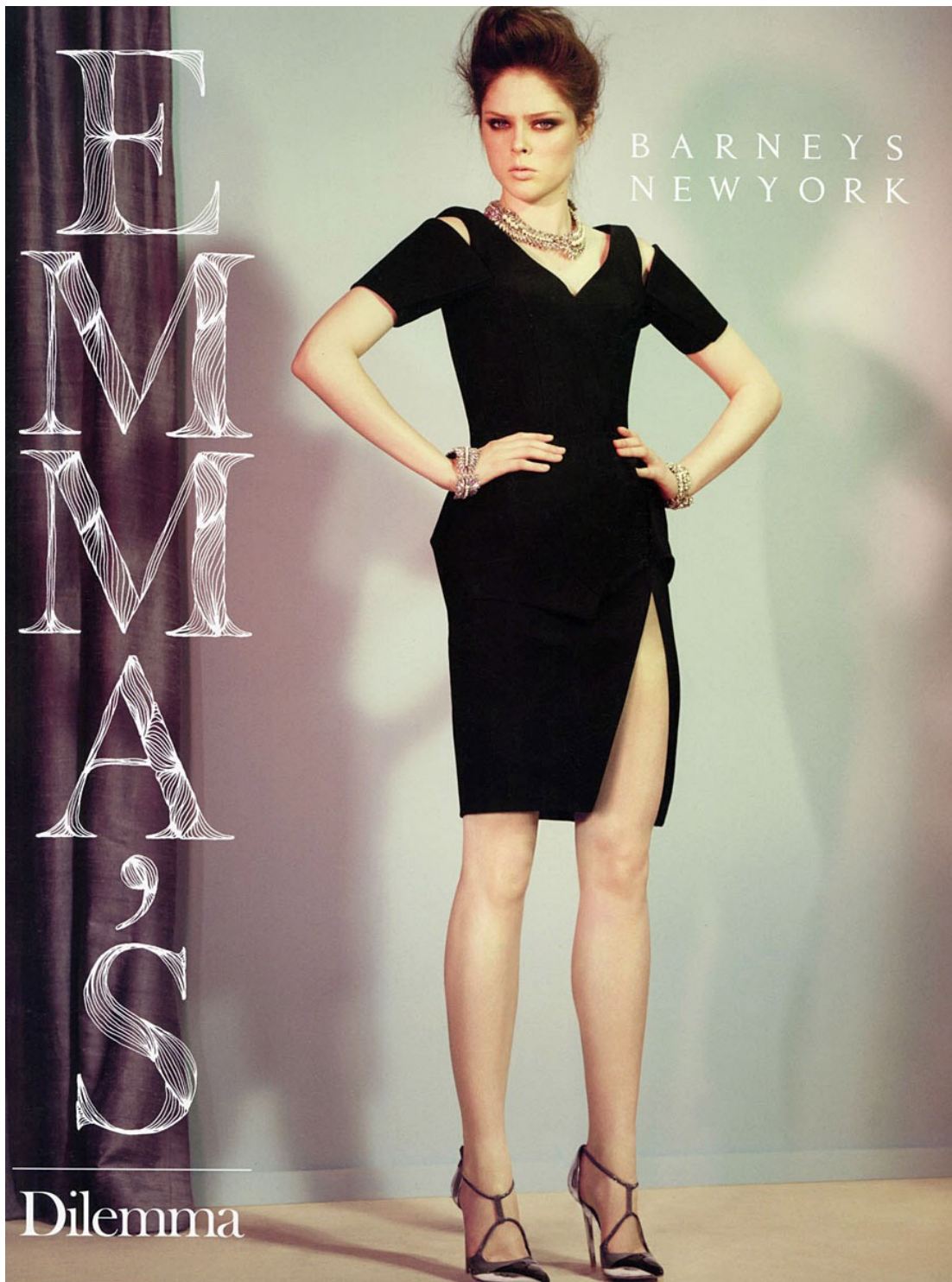
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...and  
scrumptious  
organic  
picnics  
in the  
long grass.

DRIES VAN NOTEN silk scarf print gown  
with wood embroidery \$1600 camel: \$740  
JUNYA WATANABE, COMME DES GARÇONS  
wool floral jacquard long dress \$830  
COMME DES GARÇONS oxfords \$695

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crossroads.  
A gruesome  
decision.  
An affair  
of the  
heart.

BOTTEGA VENETA silk sleeveless drape neck dress \$2100  
python envelope clutch \$2290 suede pumps \$690  
by SHARON KHAZZAM 18k white gold  
arctic earrings with dendritic quartz, diamond,  
sapphire and moonstone \$16500 - \$19500  
by CHRISTOPHER KANE silk square neck  
dress with paillettes \$3590

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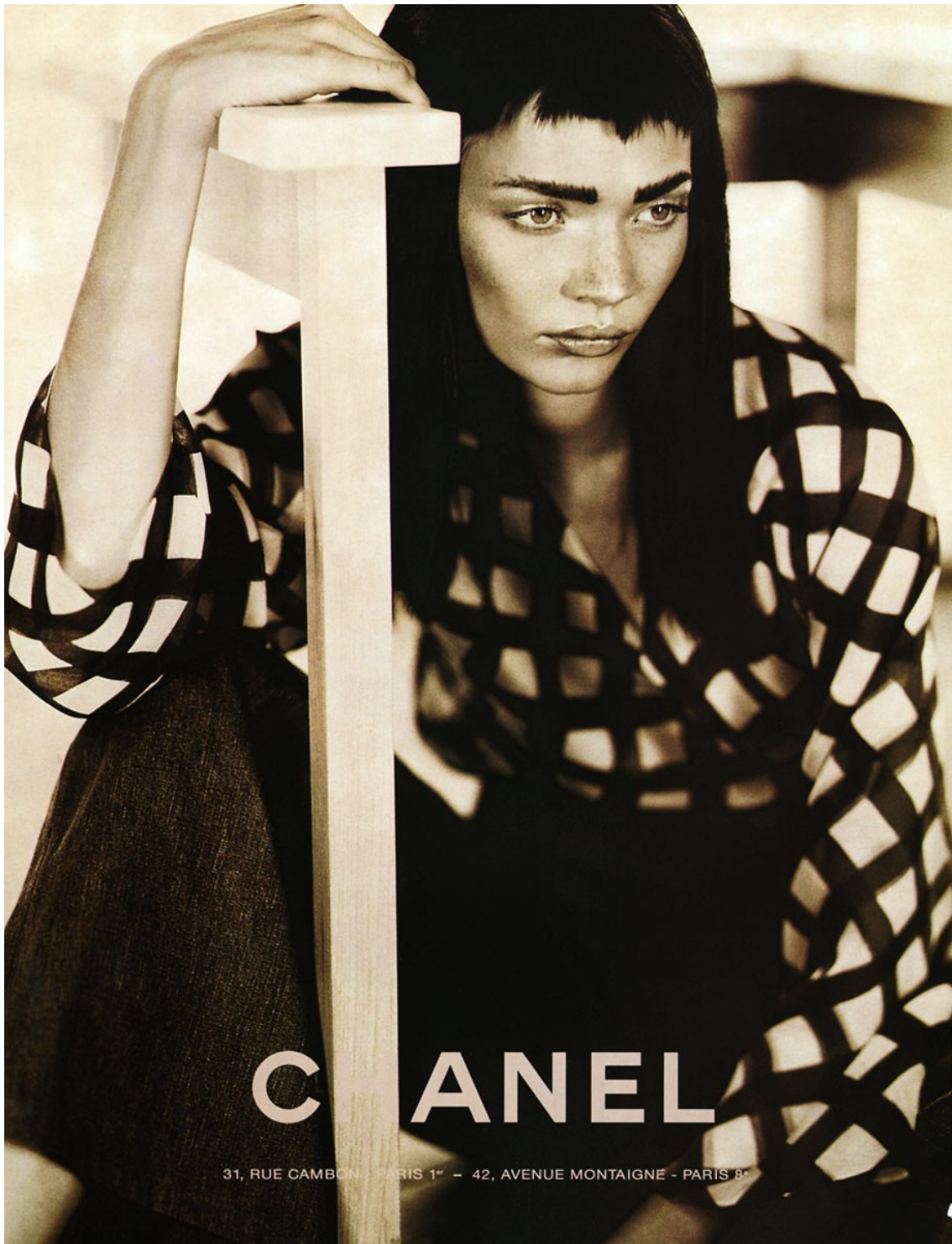
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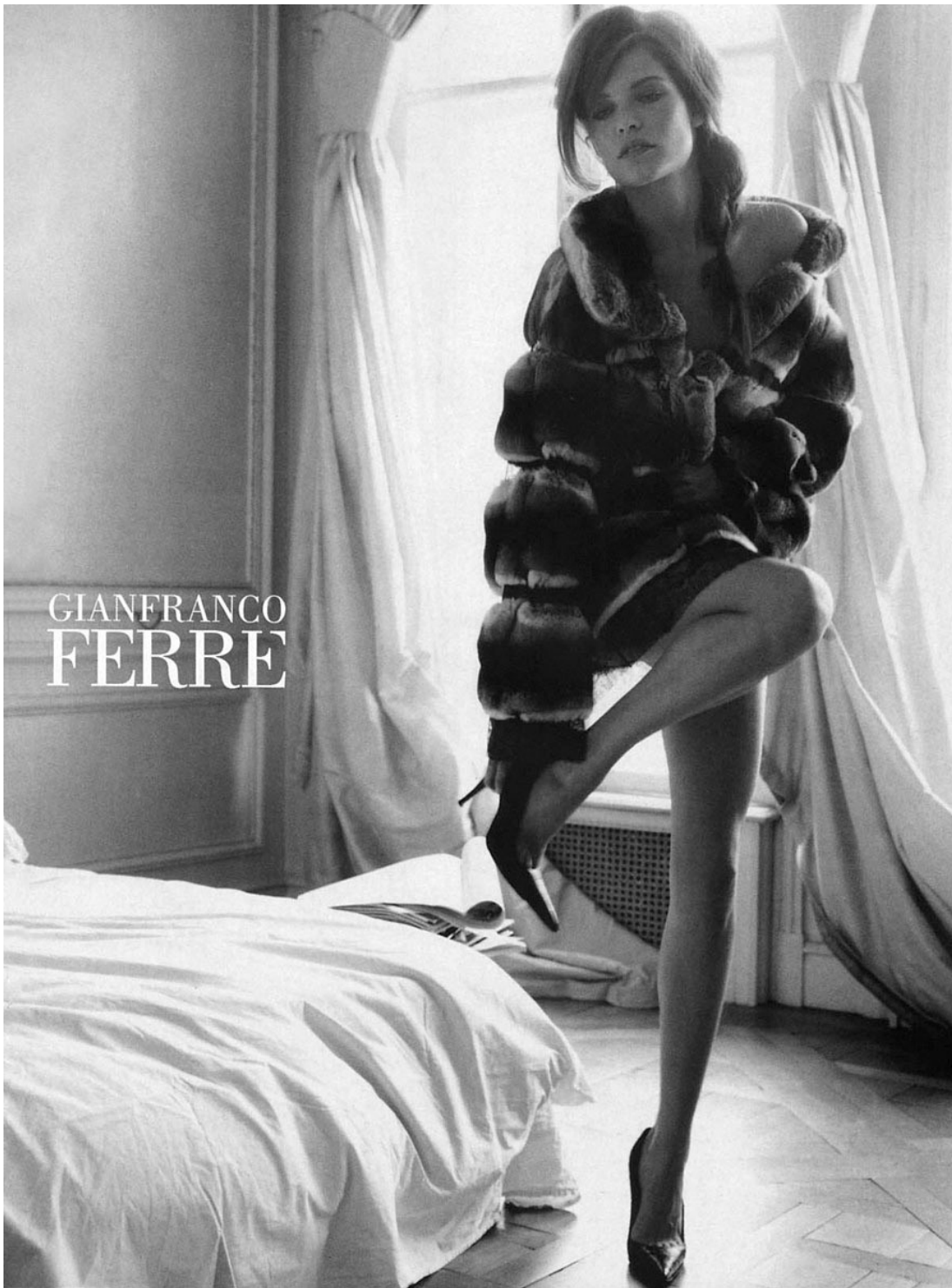


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NEW YORK

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