

TO:

FROM: Susan Goldberg/Chrissy Baum/Tractenberg & Co., 212.929.7979

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**MEDIA ALERT...MEDIA ALERT...MEDIA ALERT...MEDIA ALERT...**

**ARE YOU JERGENS® SKINCARE'S WINTERLESS WEATHER FORECASTER?  
Enter Online For The Chance To Be The Face Of Jergens® Skincare's Winterless Campaign**

Dry air inside and out, changing temperatures and harsh winds: Winter can wreak havoc on your skin. But with the right care, you can experience soft, smooth, "winterless" skin all season long—no matter what the weather. To ensure that you're bringing out the beauty and softness in your skin year-round, **Jergens®** skincare is on the hunt for the perfect **Winterless Weather Forecaster** to reveal how our collection of moisturizers helps keep skin looking beautiful and winterless in harsh winter weather.

Think you have what it takes to be the official **Winterless Weather Forecaster for the Jergens® brand**? Log on to **Jergens.com** beginning November 1, 2009 and share your secret for keeping skin looking beautiful and winterless no matter what the weather. Follow the "Enter Today" link on **Jergens.com** and upload a video explaining how you fight the skin-drying effects of winter weather in your neck of the woods (hint: **Jergens®** moisturizers can help). You could be one of ten finalists selected by the **Jergens®** skincare experts.

The finalists' videos will be posted to YouTube, where everyone who casts a vote for the best Winterless Weather Forecaster will have the opportunity to win daily prizes. When the voting wraps up on January 20th, 2010, a Grand Prize Winner will be announced based on the number of votes received. One Winner could receive a \$5,000 talent contract to film winterless weather forecasts for online broadcast, and a luxury trip for two to New York City to meet **Al Roker** and a VIP behind-the-scenes tour of the show **Wake Up With Al!** along with \$1,000 cash. The winner's forecasts may even be featured online at **Jergens.com**.

To experience winterless skin, try these hydrating **Jergens® skincare** formulas:

- Jergens® Ultra Healing® Extra Dry Skin Moisturizer penetrates through 5 layers of skin's surface to start healing at the source. This nourishing formula made with Vitamin 3, a blend of C, E and B5, goes deep beneath skin's surface to lock in moisture for 24 hours. (\$6.99)
- Jergens® Sensitive Skin Relief Fragrance Free Daily Moisturizer is clinically proven to instantly soothe and help protect dry, sensitive skin for 24 hours. This unique moisturizing formula has been proven in over 20 clinical tests to be non-irritating, deeply hydrating and fast absorbing. (\$6.99)
- Jergens® Shea Butter Deep Conditioning Moisturizer instantly transforms skin for 3x more radiance. This rich mix of pure African Shea Butter and vital nutrients immediately relieves dryness, replenishes depleted moisture and enhances the performance of skin's own moisture barrier for 24-hour hydration. (\$6.99)

WHO: **Jergens® Skincare**

WHAT: Winterless Weather Forecaster Contest

WHERE: Jergens.com

WHEN: November 1, 2009 – December 11, 2009

NO PURCHASE NECESSARY. Must be at least 21 and legal resident of 50 United States (D.C.). Contest begins 11/1/09 and ends 12/11/09. Sweepstakes begins 12/16/09 and ends 1/13/10. Void where prohibited. See Official Rules at Jergens.com/winterless. Sponsor: Kao Brands Company, 2535 Spring Grove Avenue, Cincinnati, OH 45214.

**ABOUT KAO BRANDS COMPANY:** Kao Brands Company is a leading manufacturer of premium beauty care brands that are recognized around the world for their innovation and quality. Kao Brands Company's portfolio includes Ban® antiperspirants; Jergens® and Curél® hand and body lotions; Bioré® facial care; John Frieda®, Frizz-Ease®, Sheer Blonde®, Brilliant Brunette®, Radiant Red® and Luminous Color Glaze® professional hair care. Founded in 1882, Kao Brands Company is a wholly owned subsidiary of Kao Corporation.