



New **Head & Shoulders Smooth & Silky 3 Action Formula** is the latest innovation in Head & Shoulders technology that delivers unexpected benefits from an anti-dandruff shampoo.

**Half of the global population experiences dandruff, but many women ignore their scalp care needs because they don't believe that Head & Shoulders provides cosmetic benefits for their hair. Contrary to those beliefs, Head & Shoulders is formulated to provide 100% flake-free hair that's also soft, smooth, healthy and beautiful-looking.**

- Head & Shoulders Smooth & Silky 3 Action Formula with Micro Zinc Technology cleans, protects and moisturizes the scalp in one easy step, delivering optimum anti-dandruff efficacy and creating a stronger foundation for more resilient, beautiful hair.
- This latest innovation was inspired by insights from skin care. Drawing inspiration from sun care formulations that optimize particle size to deliver improved feel and performance, Head & Shoulders scientists created particles that are eight times smaller, providing a unique combination of advantages for the scalp and hair:
- **Cleans** – A deeply indulgent lather with finer bubbles washes away from hair more easily, for soft and smooth hair.
- **Protects** – The smaller particles are left behind even after rinsing, providing long-lasting dandruff protection.
- **Moisturizes** – The formula locks in moisture to hydrate, strengthen and tone skin on the scalp. Conditioning agents also provide smoother, softer and more manageable hair, resulting in less breakage over time.

## Availability

New Head & Shoulders Smooth & Silky 3 Action Formula is available as of January 2017 at food, drug and mass market retailers across the United States.

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