

# YOU COULD BE IN A MAGAZINE AD

ATTEND THE PANTENE® CASTING CALL



As a part of the movement, Pantene not only helps transform your hair, but strives to transform the way we define and promote beauty standards. Pantene celebrates the diverse beauty of African-American women, particularly their striking hair. As part of the “My Black is Beautiful” program, Pantene is looking for women like you – who use and love Pantene products – to be featured in their next print advertisement.

You can only be considered by participating in our live casting calls at the following “My Black is Beautiful” Tour locations:

## New Orleans

Friday, July 4 and Saturday, July 5

Ernest N. Morial Convention Center, Hall C  
900 Convention Center Blvd.  
New Orleans, LA 70130  
Registration begins at 11 a.m.

## Atlanta

Saturday, July 26

The Foundry at Puritan Mill  
916 Joseph E. Lowery Blvd.  
Atlanta, GA 30318  
Registration begins at 11 a.m.

## Charlotte

Saturday, August 9

Charlotte Merchandise Mart  
2500 E. Independence Blvd.  
Charlotte, NC 28205  
Registration begins at 11 a.m.

## PANTENE RELAXED & NATURAL

Whether you want to fight breakage, repair damage or add moisture for strength and shine, Pantene has a Pro-Vitamin formula that helps hair reach its potential.

Pantene has created products designed specifically for the hair-care needs of women of color, the Pantene Relaxed & Natural collection, which includes the Intensive Moisturizing Collection and the Breakage Defense Collection.

The Pantene Relaxed & Natural Collection lets you leave dull and dry behind and replace it with moisture and shine. The Pro-Vitamin formula of Pantene Relaxed & Natural conditioners, with jojoba oil and moisturizers, transforms your dull, damaged hair into strong\* hair that shines.

\* Strength against damage

### Intensive Moisturizing

- Pantene Relaxed & Natural Intensive Moisturizing is an advanced formula that helps make your hair up to 99% stronger against damage.\*

\* Pantene shampoo and conditioner versus non-conditioning shampoo

- The collection includes a shampoo and conditioner, anti-dandruff shampoo, wrap & set lotion, oil sheen spray and a daily oil cream moisturizer.

### Breakage Defense

- Pantene Relaxed & Natural Breakage Defense strengthens and shields hair against future damage for dramatically less shedding.\*

\* Shampoo and conditioner versus non-conditioning shampoo

- The collection includes shampoo, conditioner and a deep conditioning mask.

### Where Can You Buy Pantene?

Look for the Pantene Relaxed & Natural Intensive Moisturizing Collection and Breakage Defense Collection, as well as other Pantene products, at drugstores, mass merchandisers and grocery stores nationwide in the hair-care aisle.

### Still Have Questions?

- Call Pantene at (800) 832-2931.
- Visit [Pantene.com](http://Pantene.com) for product details and expert advice.
- Learn more about Pantene Relaxed & Natural and other Pantene products at the “My Black is Beautiful” Tour in your city.