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March 4, 2010

VIA E-MAIL AND U.S. MAIL

Michael Freund
Law Offices of Michael Freund
1915 Addison Street
Berkeley, CA 94704-1101

Re: Procter & Gamble June 29, 2009 Notice
Procter & Gamble December 1, 2009 Notice
(Herbal Essences Shampoos)

Dear Mr. Freund:

As part of our ongoing negotiations in the context of Proposition 65 notices brought on behalf of your client regarding 1, 4 dioxane in Procter & Gamble personal care products, including two which carry the Herbal Essences brand, you have requested written confirmation as to certain matters we have discussed, particularly as to the timetable of reformulation efforts that are under way. As a starting point, Procter & Gamble employs scientists, including regulatory specialists who vigilantly monitor the company's compliance with applicable regulations worldwide. The company believes that each of its products, including each Herbal Essences branded product complies fully with California's regulatory scheme.

Nonetheless, as you and I have discussed in recent weeks, Procter and Gamble has undertaken a companywide reformulation to reduce the concentration of 1, 4 dioxane in each of the eighteen different Herbal Essences formulae to at or below 10 ppm, within normal analytical variation. Among other things, this undertaking requires changing supplier specifications and manufacturing methods; these efforts are well under way. As to 17 of the Herbal Essences formulae, Procter and Gamble will achieve this goal for all production on or before July 1, 2010; as to the 18th of them, the company will achieve the goal for all production no later than the end of January, 2011 with a current planned date of December 31, 2010.

Very truly yours,


Carolyn Collins

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