

Communication • Advantage • Global • Dynamic • Innovation • Understanding • Insight • Brands • Creative • Marketing • Knowledge • Strategic
Consumer • Solutions • Research • Convergence • ROI • Technology • Ideas • Leader • Analysis • Focus • Relationships • Future • Consulting
Experience • Satisfaction • Vision • Momentum • Advertising • Media • Evaluation • Multicultural • Information • Opportunity • Qualitative • Crossmedia
Optimization • Predictive • Intelligence • Quantitative • Impact • Loyalty • Online • Measurement • Attitudes • Clarity • Internet • Conceptual • Emotion
Impression • Performance • Digital • Impact • Positioning • Youth • Ideas • Momentum • Consulting • Communication • Advantage • Global • Dynamic
Innovation • Understanding • Convergence • Brands • Creative • Marketing • Knowledge • Strategic • Consumer • Solutions • Research • Insight • ROI

Pond's Q3 Advertising Campaign



Impression • Performance • Digital • Impact • Positioning • Youth • Ideas • Momentum • Consulting • Communication • Advantage • Global • Dynamic
Innovation • Understanding • Convergence • Brands • Creative • Marketing • Knowledge • Strategic • Consumer • Solutions • Research • Insight • ROI
Technology • Leader • Analysis • Ideas • Focus • Relationships • Future • Consulting • Experience • Satisfaction • Vision • Momentum • Advertising
Media • Evaluation • Multicultural • Information • Opportunity • Qualitative • Crossmedia • Optimization • Predictive • Impact • Quantitative • Intelligence
Loyalty • Online • Measurement • Clarity • Attitudes • Internet • Conceptual • Emotion • Impression • Performance • Positioning • Digital • Impact
Communication • Advantage • Global • Dynamic • Innovation • Understanding • Insight • Brands • Creative • Marketing • Knowledge • Strategic

POND'S



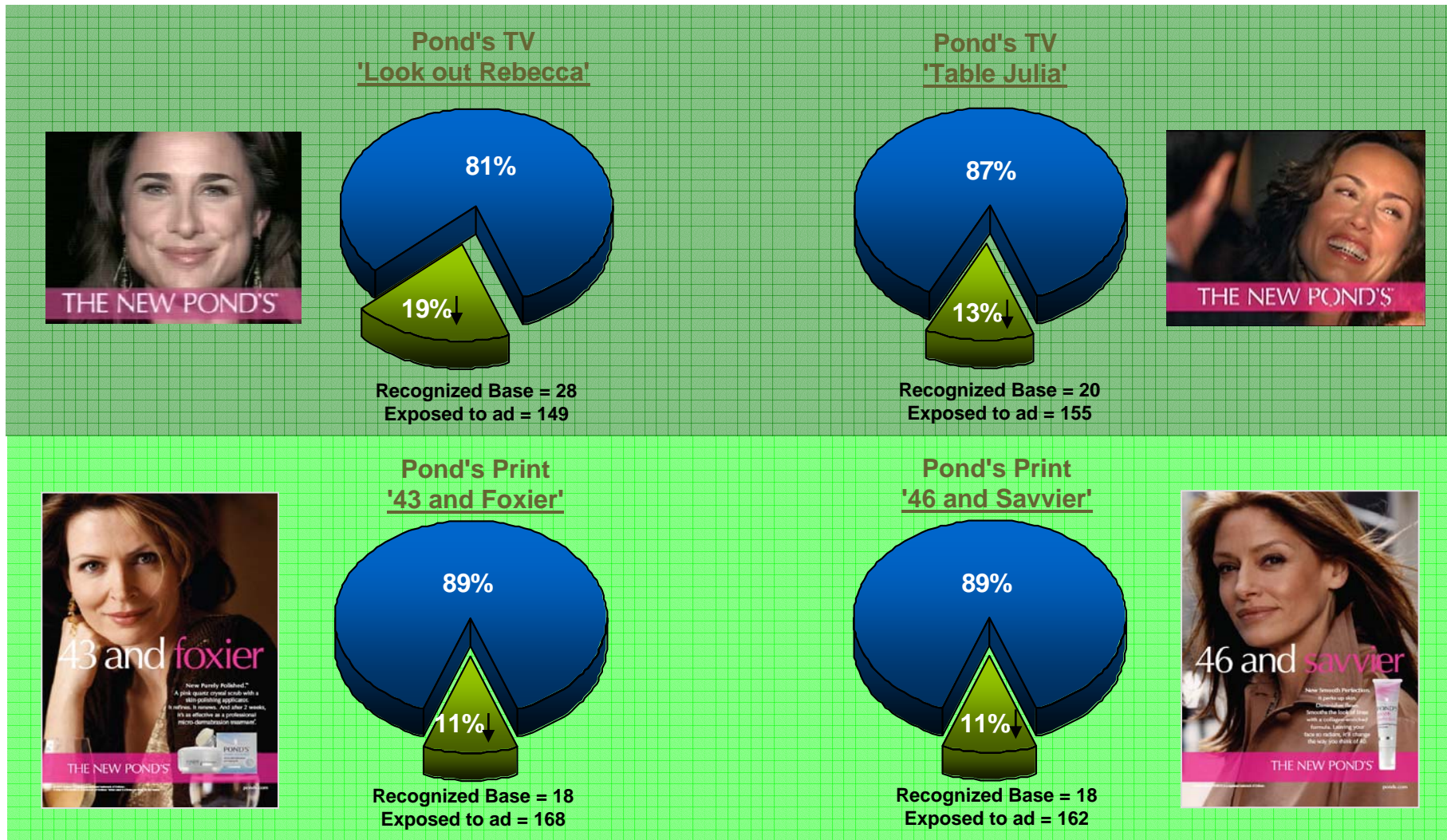
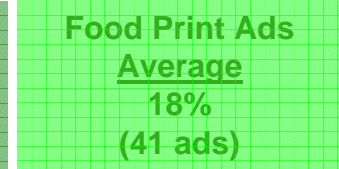
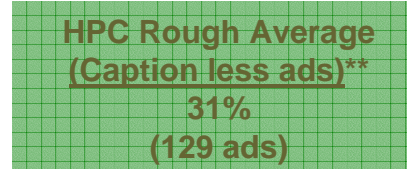
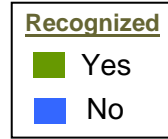
1 • Convergence • ROI • Technology • Ideas • Leader • Analysis • Focus • Relationships • Future • Consulting
Momentum • Advertising • Media • Evaluation • Multicultural • Information • Opportunity • Qualitative • Crossmedia
ance • Quantitative • Impact • Loyalty • Online • Measurement • Attitudes • Clarity • Internet • Conceptual • Emotion
l • Impact • Positioning • Youth • Ideas • Momentum • Consulting • Communication



Performance Summary — “Table” :15

Pond's Ad Recognition

From De-Branded Caption less Ads 2005

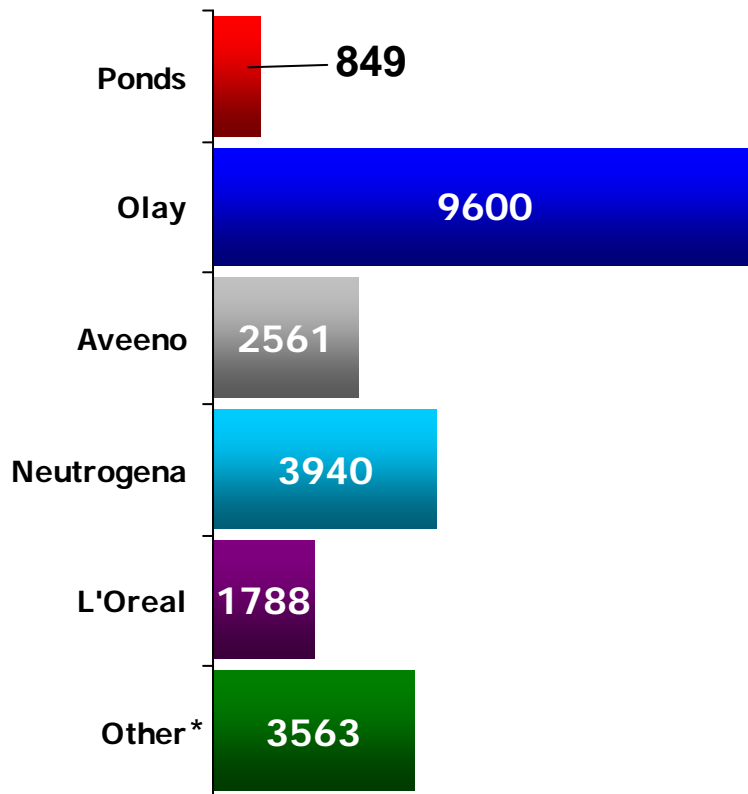


**Unilever HPC/Competitive Rough Avg based on 129 caption-less ads in Q3 '05

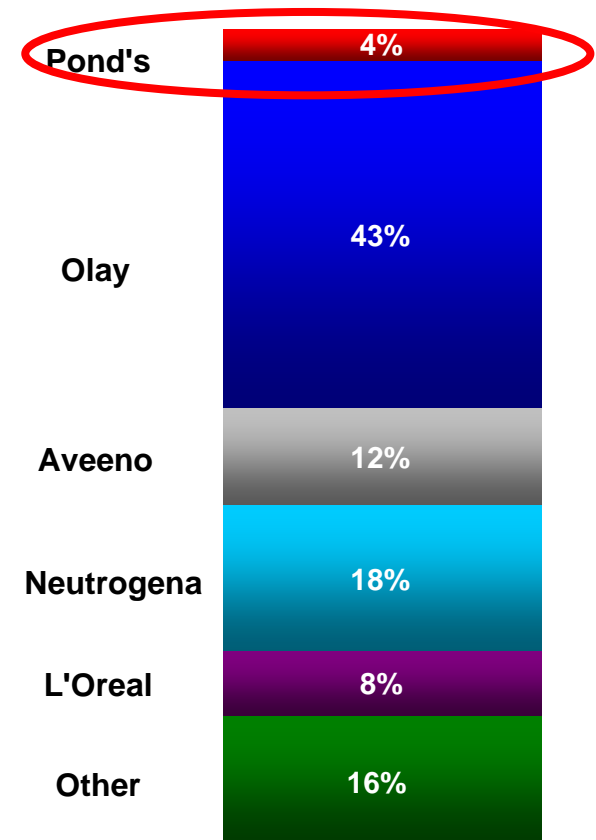
↓↑ Based on 90% significance vs HPC avg

TV SOV during the 'A day in life' ad aired (3/29/04 – 3/28/05)

Total TV TRPs Spent



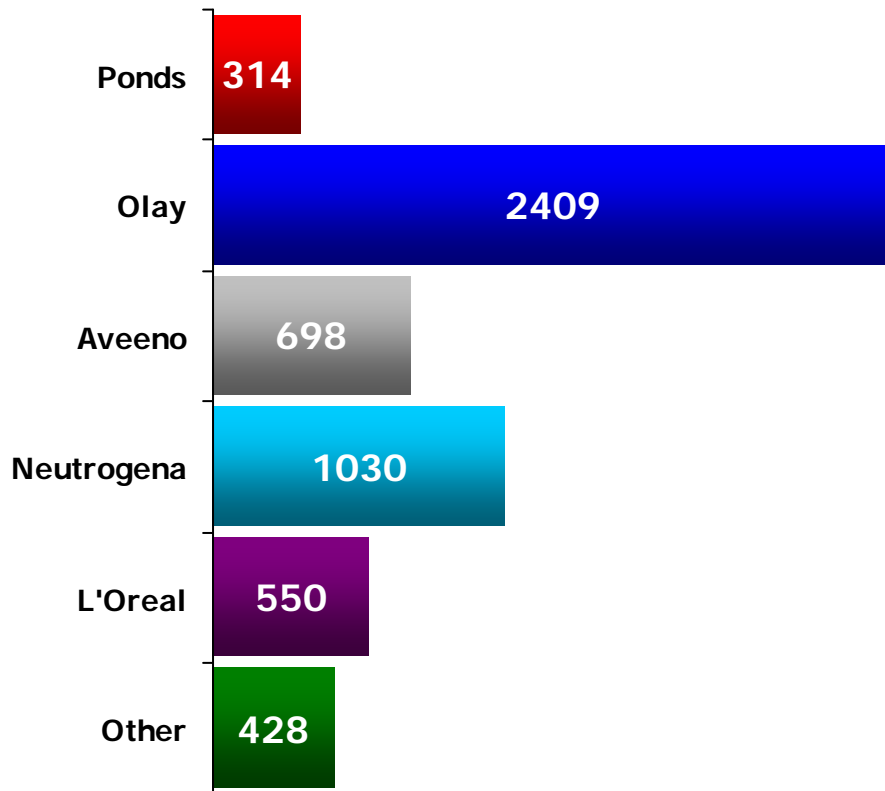
Share of Voice



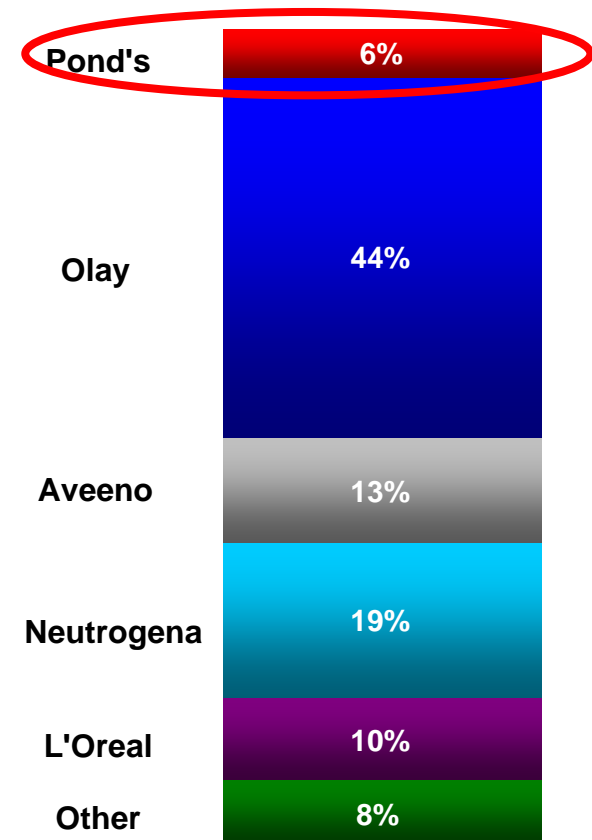
* Nivea comprises of 44% of the 'Other' category with 1571 TRPs 3

TV SOV during the 'Look out Rebecca' and 'Table Julia' ads aired (6/20 – 8/22) on Total

Total TV TRPs Spent

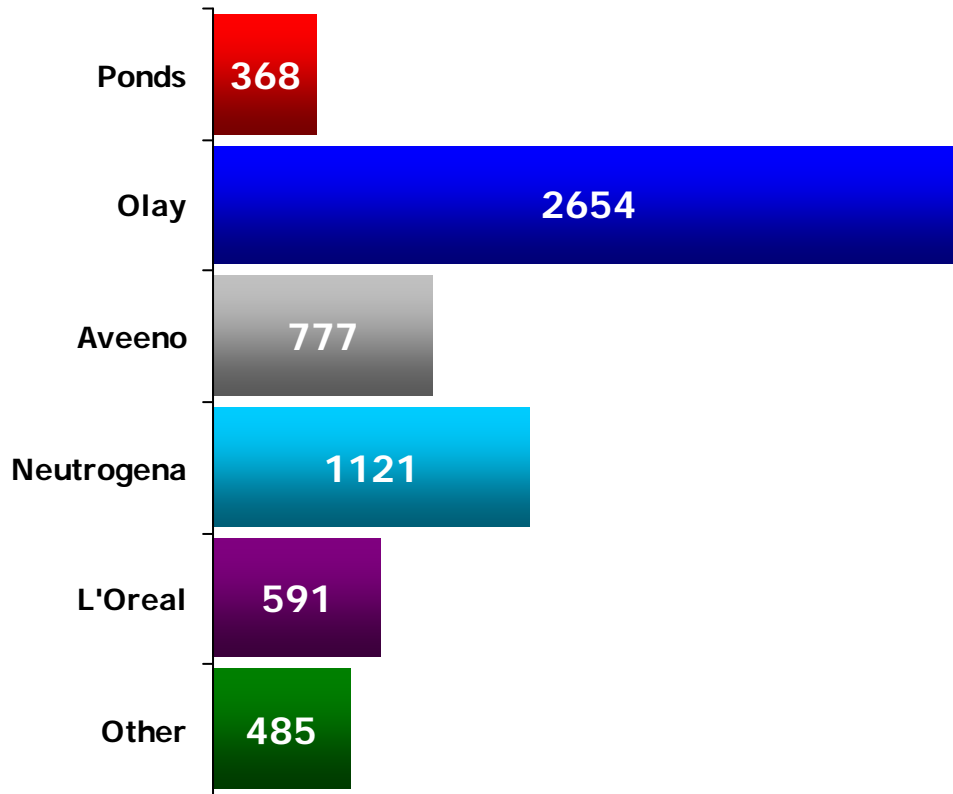


Share of Voice

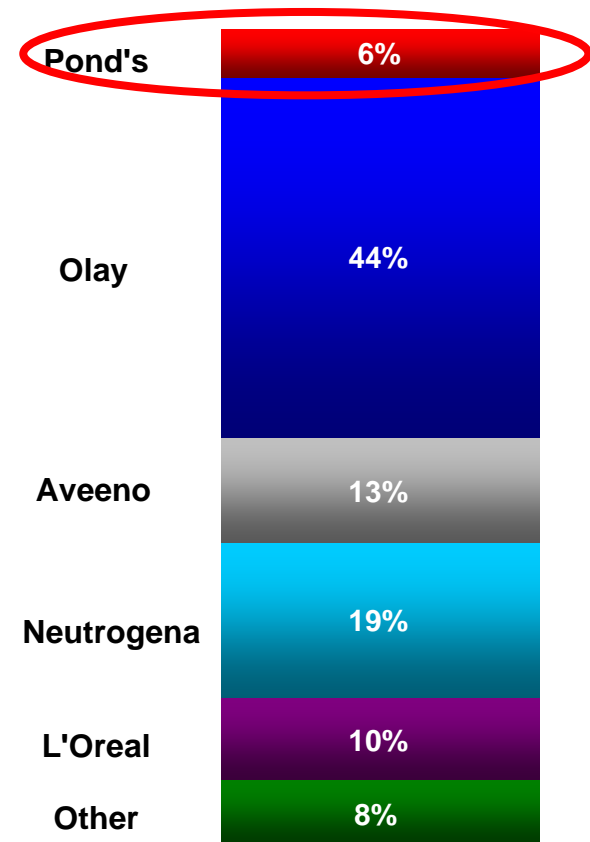


TV SOV during the 'Look out Rebecca' and 'Table Julia' ads aired (6/20 – 8/22) – 35-64 year old

Total TV TRPs Spent

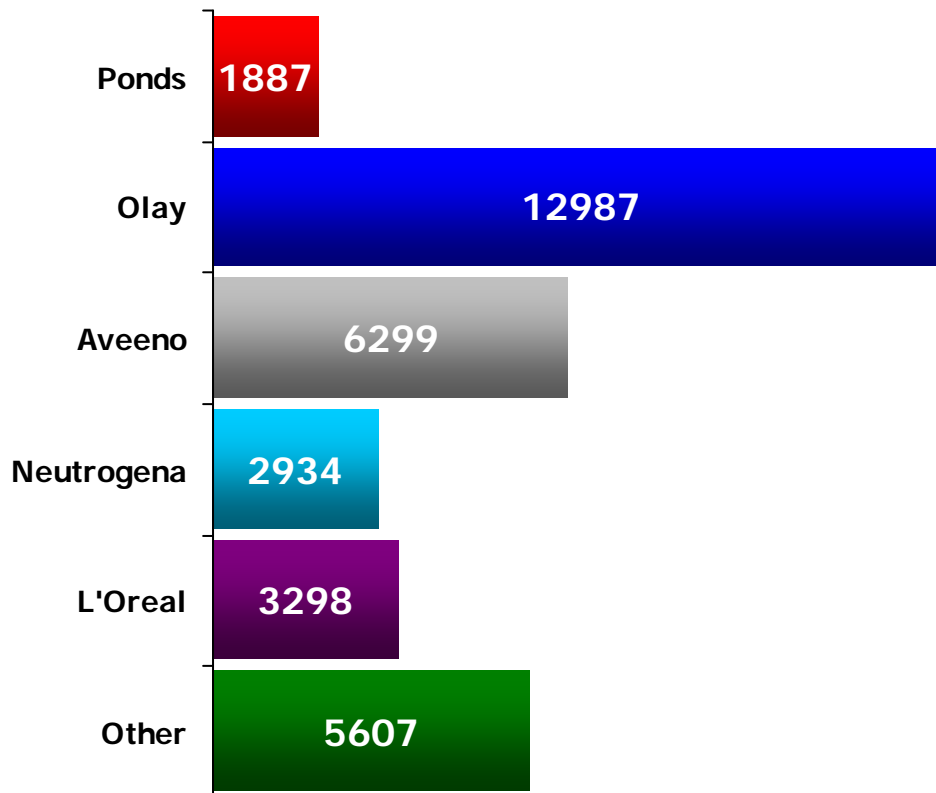


Share of Voice

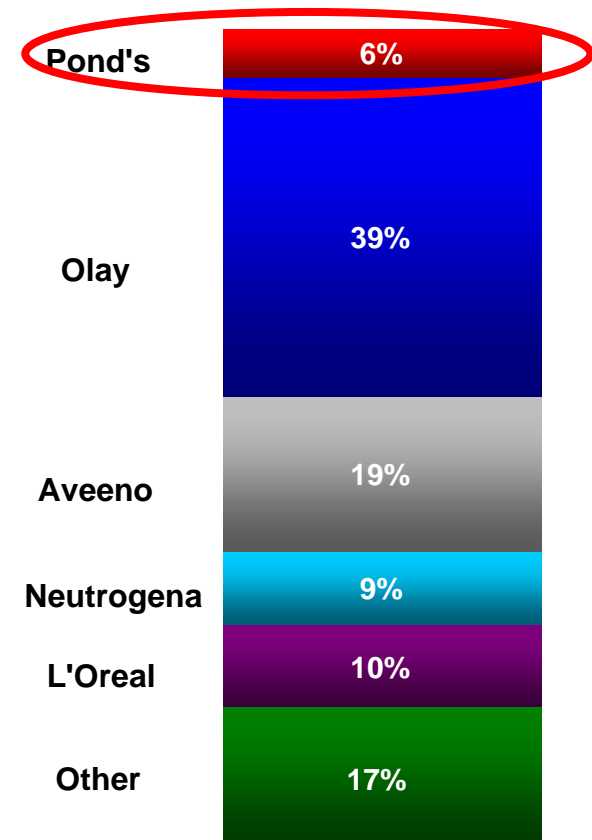


Print SOV during the '43 and Foxier' and '46 and Savvier' ads aired (6/20 – 8/22) on Total

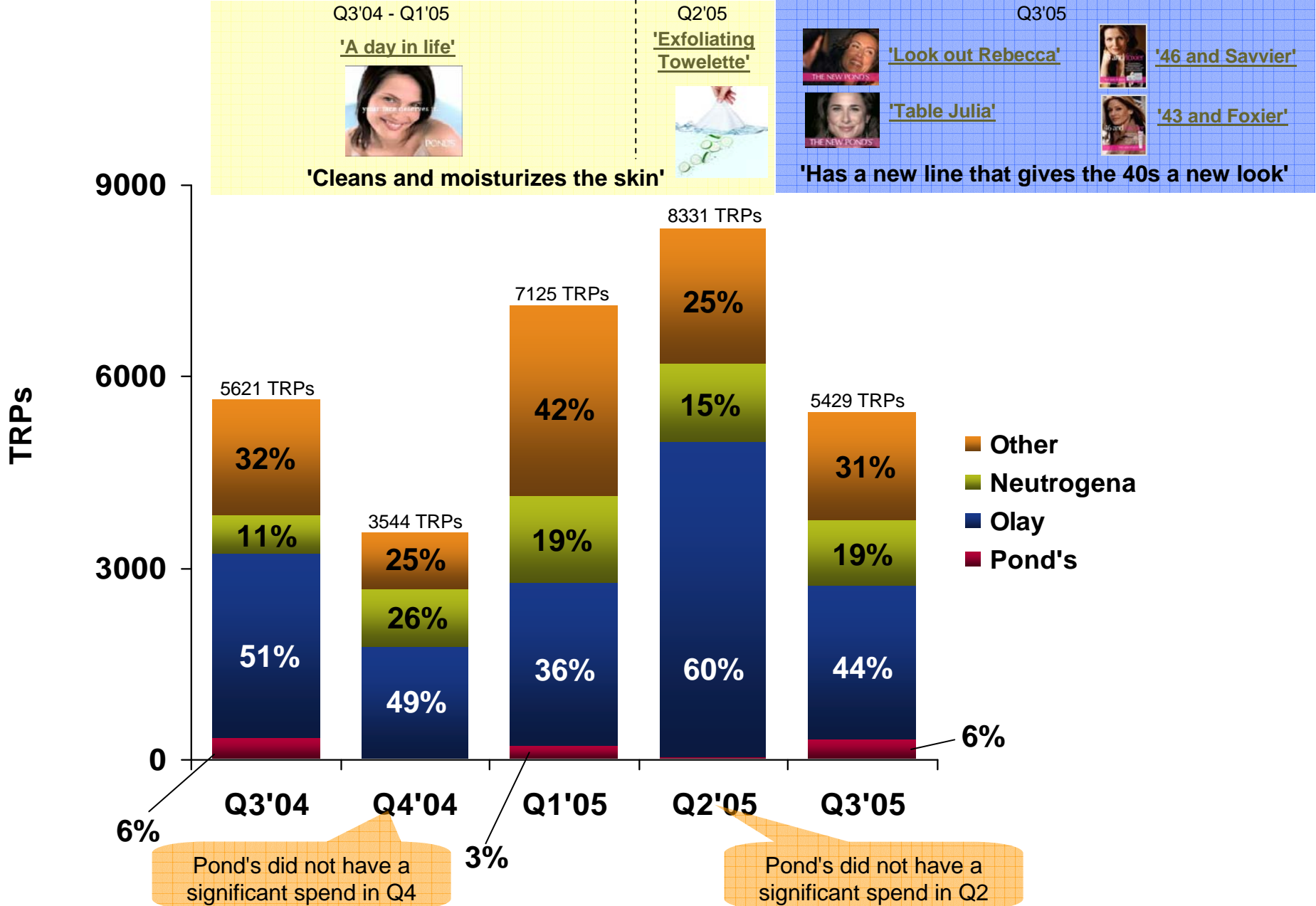
Total Print Dollars Spent (000)



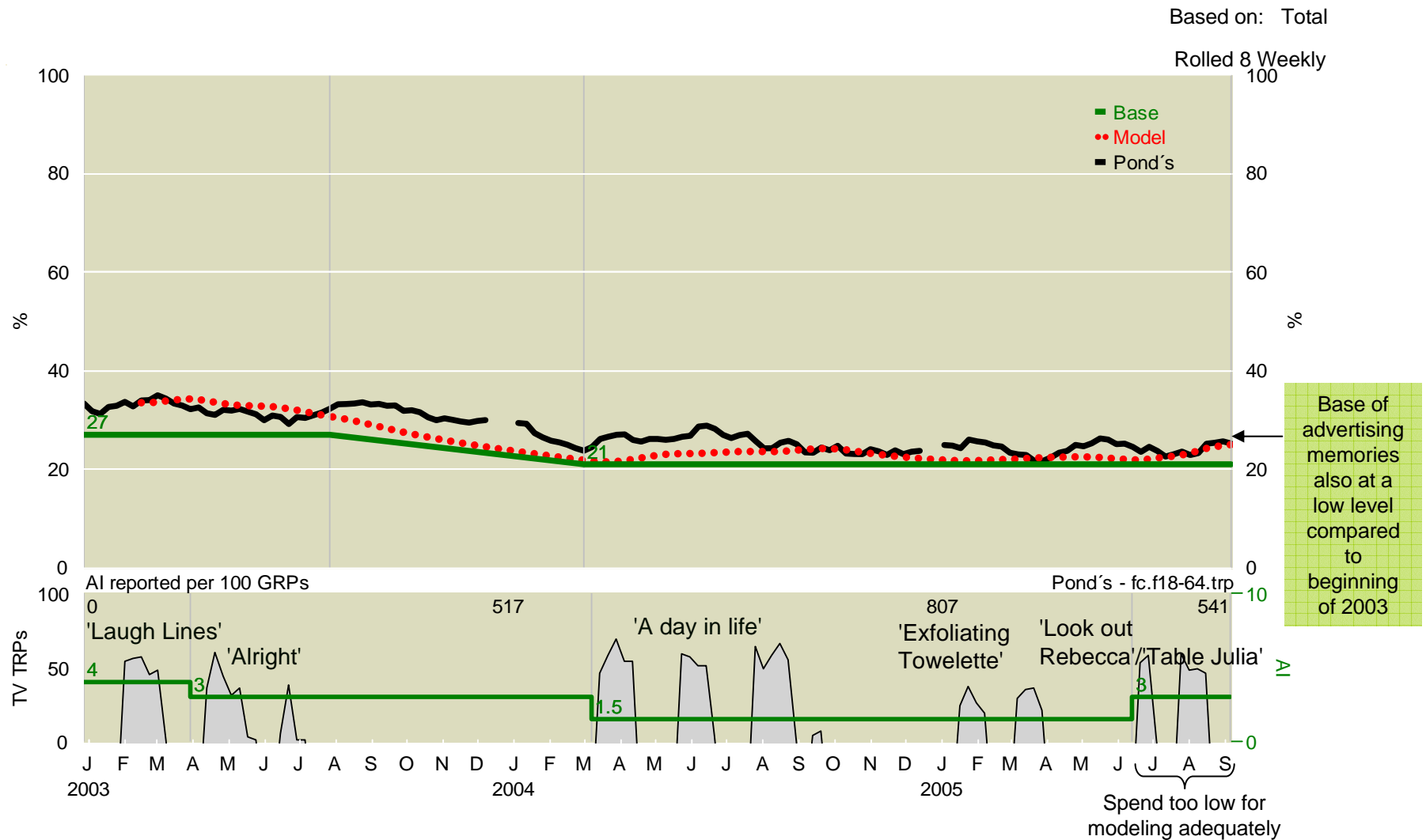
Share of Voice



Face Category SOV by quarter



Pond's TV ad awareness model



Pond's – Younger than 40 compared to 40+

	<40		40+	
	Q2'05	Q3'05	Q2'05	Q3'05
	A	B	C	D
	%	%	%	%
<u>Awareness</u>				
Unaided awareness	14	11	17	20
Total brand awareness	79	80	85	88
Total communication	39 B	33	43	43
TV advertising awareness	25	22	25	28
<i>Base: Total</i>	(490)	(401)	(362)	(288)
<u>Usage</u>				
Ever used	31	29	45	42
Used most often in past 3 months	4	2	5	6
Past 4 week usage	9 B	5	12	11
<u>Purchase consideration</u>				
Top 2 box	25	21	32	28
It would be first choice	5	4	9	8
<i>Base: Total</i>	(490)	(401)	(362)	(288)
<u>Key vision statements</u>				
Developed expertise in understanding & fighting the aging process	15	31 A	9	13
Make me look/feel beautiful	21	20	19	13
Bring about a real improvement in the skin	14	26	21	9
<i>Base: Aware/Asked question</i>	(84)	(61)	(53)	(47)

Younger consumers associate Pond's strongly with anti-aging.

Pond's – Younger than 40 compared to 40+

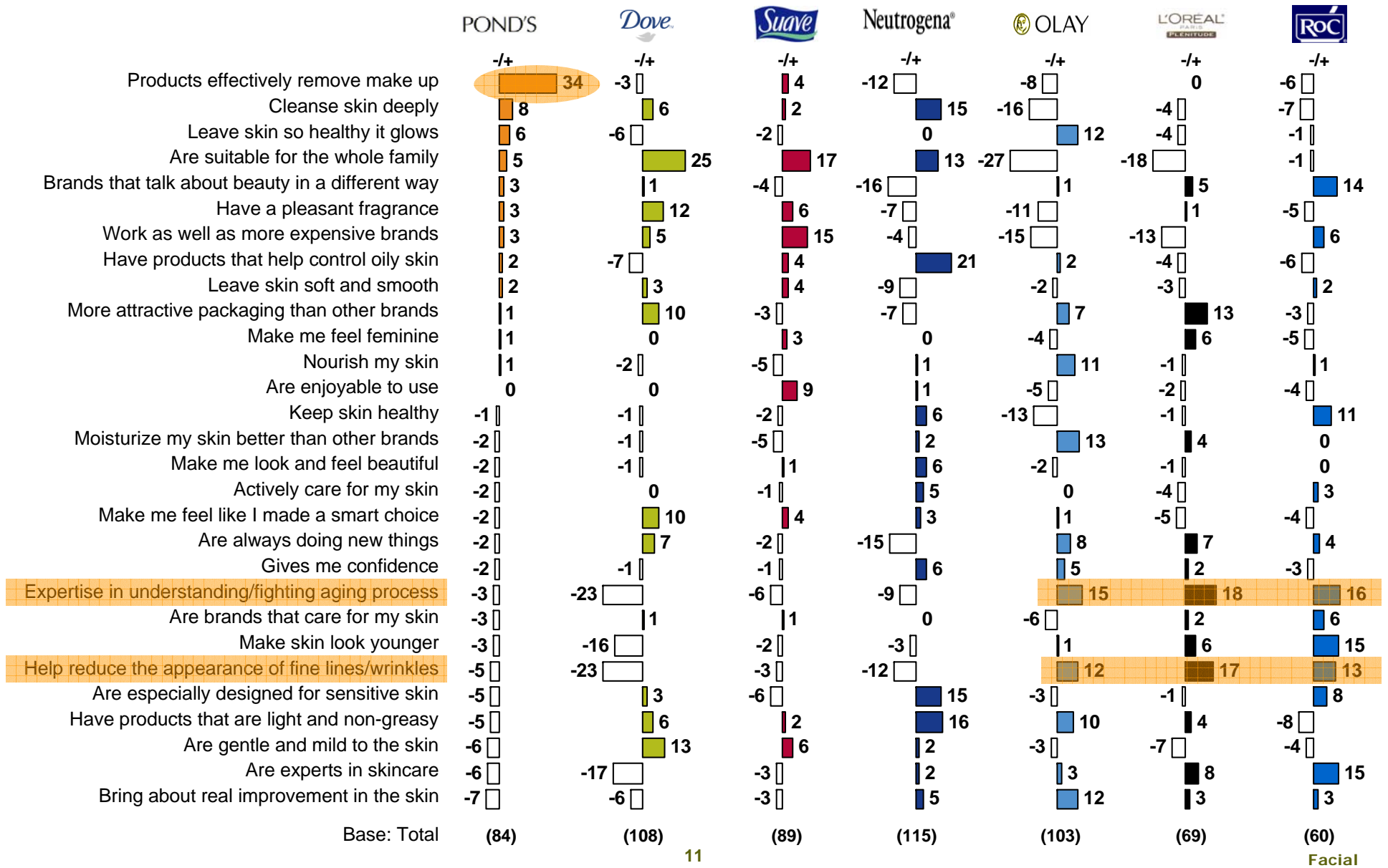
More Affluent vs. Less Affluent

	<40		40+	
	Uner 50K A %	50K + B %	Uner 50K C %	50K + D %
<u>Awareness</u>				
Unaided awareness	12	12	16	21 C
Total brand awareness	81	81	85	85
Total communication	40 B	30	45	42
TV advertising awareness	25 B	19	28 D	23
Base: Total	(892)	(410)	(590)	(401)
<u>Usage</u>				
Ever used	31	27	44	47
Used most often in past 3 months	4 B	2	6	7
Past 4 week usage	8	6	11	12
<u>Purchase consideration</u>				
Top 2 box	26 B	20	32	30
It would be first choice	6 B	3	8	6
Base: Total	(892)	(410)	(590)	(401)
<u>Key vision statements</u>				
Developed expertise in understanding & fighting the aging process	23	26	13	18
Make me look/feel beautiful	24	23	15	21
Bring about a real improvement in the skin	24	15	17	15
Base: Aware/Asked question	(160)	(66)	(104)	(71)

Data run for 2005 YTD

A/B/ ; C/D - Statistically significant at the 90% confidence level

Brand Image Profiles Q3 2005 – Ages 40+



Brand Image Profiles Q3 2005 – Ages < 40

