

Celebrities Sign the Olay Definity Reflections of Hope Mirror for Charity

Olay Definity Reflections of Hope Mirror Now Available for Bidding on eBay, with Proceeds Benefiting The Skin Cancer Foundation

Website

LOS ANGELES, Sept. 7, 2006 /PRNewswire/ -- Celebrities who attended the TV Guide After Party Celebrating the 58th Annual Primetime Emmys signed the Olay Definity Reflections of Hope Mirror which is now live on the auction block on eBay. The beautiful antique mirror displays the signatures of celebrities including: Jaime Pressly, Virginia Madsen, James Denton, Isaiah Washington, Wentworth Miller, Rebecca Gayheart, Tia Carrere, Howie Mandel, Sasha Cohen, Kevin Nealon, The Rock, Kevin Weisman, Stacy Keibler, Michael Ealy, Tracee Ellis Ross, Samantha Harris, Boris Kodjoe, Henry Simmons, Cat Deeley and Nigel. The auction opened to the public at 5pm PDT September 5, 2006 and will officially close September 15th at 5pm PDT. Anyone can bid on this elegant piece of Emmy history at <http://www.ebay.com/olay>, which is hosted by Kompolt, an online auction agency. Olay will donate 100% of auction proceeds to The Skin Cancer Foundation, a Foundation devoted to the prevention, detection and treatment of skin cancer.

A sponsor of this year's TV Guide After Party, Olay Definity hosted a beauty suite where celebrities had the opportunity to sign the one-of-a-kind mirror and sip on the exclusive Olay Defini-tini, the first-ever glowing cocktail debuting in two flavors: Pear and Luminous Lemonade.

About Olay Definity:

Olay Definity hydrates to reduce the appearance of discolorations so what you see is luminous, more flawless skin. Olay Definity Deep Penetrating Foaming Moisturizer, Correcting Protective Lotion with SPF 15 and Intense Hydrating Cream are currently available for a suggested retail price of \$27.99.

About the Skin Cancer Foundation:

The Skin Cancer Foundation is the only global organization solely devoted to the prevention, detection and treatment of skin cancer. The mission of the Foundation is to decrease skin cancer incidence and mortality by means of public and professional education, medical training and research. For more information about melanoma and to learn more about how to protect your skin, visit <http://www.skincancer.org/>, or call 1-800-SKIN-490.

About Kompolt:

Kompolt is the highly regarded online auction agency for creating successful promotional and charity auctions for top brand companies and nonprofits. For more information, please visit <http://www.kompolt.com/>.

About P&G Beauty (NYSE: PG) :

P&G Beauty sells more than 130 different brands in over 180 countries worldwide that touch and improve lives daily. P&G Beauty had more than \$19 billion in global sales in fiscal year 2004/05, making it one of the world's largest beauty companies. The global leading beauty company at mass, P&G Beauty brands include: Pantene(R), Head and Shoulders(R), Olay(R), Max Factor(R), Cover Girl(R), Gillette(R) Complete Skin Care for Men, Always(R), Joy(R), Hugo Boss(R), Wella(R), Herbal Essences(R), Clairol Nice 'n Easy(R) and SK-II(R). Please visit <http://www.pg.com/> for the latest news and in-depth information about P&G Beauty and its brands.

Website: <http://www.pg.com/>

Website: <http://www.skincancer.org/>

Website: <http://www.kompolt.com/>

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