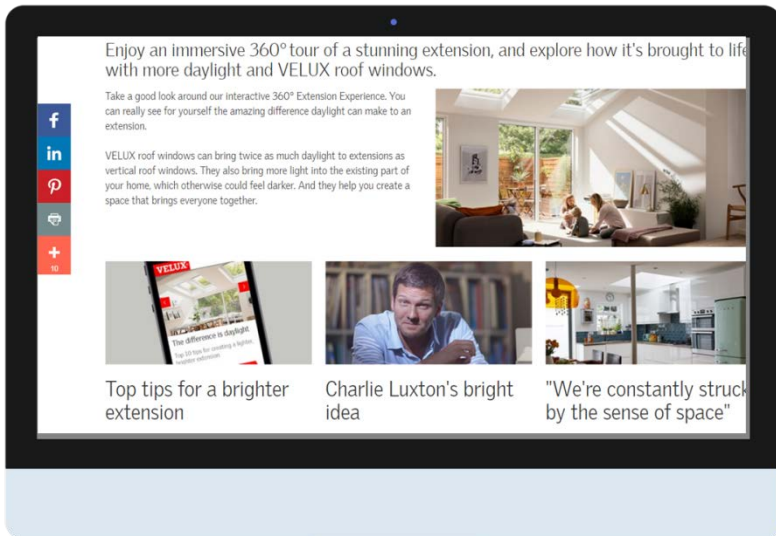




Media relations activity delivered 1,204,907 OTS and around 3m people were reached via Facebook and Twitter

Extensions-specific content received 94,249 views. Charlie Luxton's teaser video received 479,316 views and the full video 9,440 views.

We secured 1,774 entrants to our end user competition and 82 entries to the architects' competition



Between May and September consideration of VRWs in extensions increased 16%

Year on year, the percentage of VRWs being bought specifically for extensions increased from 25% to 40%

Across the campaign period, INTEGRA sales were up nearly 26%. Sales during the 'trade promotion' period increased by 36.2% YOY.

