



SARASOTA INTERNATIONAL DESIGN SUMMIT 2006

TRANSFORMING PEOPLE, PLACES & PRODUCTS

Helen Stringer

Design Director, Proctor & Gamble, Global Retail Hair Colorants

KEYNOTE: October 10, 2006

A native of Belfast, Northern Ireland, Helen graduated from the Central School of Art and Design, London in 1981 with a BA Honors degree in Graphic Design. Prior to joining P&G, Helen was Creative Director of Brand Identity for Landor Associates, London. She joined P&G's Beauty Care business in the UK in 1992 after an 11-year career in the design industry, focused mostly on new product development and packaged consumer goods. Her career at P&G has spanned many of their Beauty's categories: cosmetics, skin care, personal cleansing, hair care and, most recently, hair colorants. She is passionate about Beauty and loves working in retail hair color, because coloring the hair is the most transformational step a consumer can take to change their appearance, short of cosmetic surgery. She became involved with Clairol in late 2001 and moved to the US in August 2002. She now heads up the Design function for P&G's Global Retail Hair Colorant business, comprising both Clairol and Wella brand portfolios.



Resource Links:

[Proctor & Gamble](#)

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