



Instructions:

- To send a text to appear under "Thoughtless Texts", send a text message to 41411.
- Your message must begin with the keyword NOFLAKES followed by a space and then your message. (e.g. "noflakes if I drop a chip, does the 5 second rule still apply if no one is around?")
- Messages can be up to 125 characters long. If your message exceeds this length it will not be featured on the page.
- Messages must be in English and shall not be disparaging, abusive, libelous, defamatory, obscene, vulgar, offensive, or in any way promote or incite violence, racial hatred, terrorism, or illegal acts, or be otherwise objectionable in Procter & Gamble's sole discretion.
- Messages must not a) infringe any third party's rights, including, without limitation, copyright, trademark, right of publicity, right of privacy or trade secret and, must not in any way violate applicable laws and regulations; b) contain libelous or otherwise defamatory statements (including but not limited to words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group); and c) contain or reference any third party names, logos, service marks, trademarks, or trade names.
- Procter & Gamble reserves the right to deny or remove any messages that do not follow the guidelines mentioned above.
- **Standard text message rates do apply.** Please check with your wireless carrier regarding the cost of sending text messages from your phone.

Privacy:

- This service only allows you to send text messages to appear on www.headandshoulders.com and www.cbs.com/heckleu/. Your number will not be used and you will not receive responses to your messages.
- **Children under the age of 13 are not permitted to use the Service** and no information of children under the age of 13 will be knowingly collected by Procter & Gamble. You must be at least 13 years of age to participate.
- If you are between the ages of 18 and 13 and you use our Services, you promise and agree that you have your parent's permission to use the Services.
- **Personal information is not being collected or stored when you use this Service.**
- Additional questions or concerns re: Procter & Gamble privacy policy can be found here: http://www.pg.com/privacy/english/privacy_notice.html