In Honor of World Sight Day: See Procter & Gamble’s Herbal Essences Accessible Bottle Designs for the Vision Impaired as featured on Modern Living with kathy ireland®

This World Sight Day, we honor the importance of global awareness for vision impairment, and Modern Living with kathy ireland® is pleased to announce their recent interview with Brand Manager Lynn Hicks and Accessibility Leader Sam Latif from Procter & Gamble's Herbal Essences showcasing how they help consumers of all abilities identify and choose effective hair care products.

LOS ANGELES (PRWEB) October 10, 2019 -- This World Sight Day, we honor the importance of global awareness for vision impairment, and Modern Living with kathy ireland® is pleased to announce their recent interview with Brand Manager Lynn Hicks and Accessibility Leader Sam Latif from Procter & Gamble's Herbal Essences showcasing how they help consumers of all abilities identify and choose effective hair care products.

Herbal Essences strives to make products, such as shampoo and conditioner, more accessible for everyone. Vision impairments make it difficult for many shoppers to distinguish between similar products, especially since manufacturers often fill the same containers with different products and then simply change the labels. Lynn Hicks and Sam Latif have helped create an identification system for Herbal Essences hair care products that utilizes raised dots and lines on the back of product bottles so consumers can easily find their favorites.

"Instead of using something like braille, which actually not all vision-impaired consumers can use or know how to use, we came up with the dots and the lines as a way to indicate the difference," explains Lynn Hicks. The company uses four raised stripes for shampoo and eight raised circles indicate conditioner. Sam Latif, who has been blind since age 16, values the independence these products give her and others with similar impairments, stating that she no longer has to ask for help distinguishing between shampoo and conditioner. She says, "When you design products with accessibility in mind, it means that more people can use your products. It's good for business, and it's good for society."

In addition to making hair care products more user friendly for visually impaired consumers, Herbal Essences has partnered with Be My Eyes, an on-demand visual app for consumers like Sam. A helpful team lets app users know how their makeup looks or describes how to use a specific hair care product, such as shampoo and conditioner from Herbal Essences.

Procter and Gamble is taking numerous steps to ensure all shoppers can enjoy their products. The company is currently working on additional ways to make products more accessible from Herbal Essences and its other brands.

For more information about Herbal Essences, visit https://herbalessences.com/en-us. and catch their exclusive interview as featured on Modern Living with kathy ireland® at https://youtu.be/HWD5gt374XM!

About Herbal Essences
Herbal Essences is a Procter & Gamble brand focused on hair care products such as shampoo, conditioner, gel and mousse. The company's aromatic products are crafted from luxurious botanical blends that gently clean and condition hair. Products are available for a variety of hair types, from thin tresses to curly coifs, and feature
inclusive packaging for visually impaired users. Herbal Essences is honored to be endorsed by PETA as a cruelty free brand, and the company also uses clean ingredients whenever possible. For more information about Herbal Essences, visit https://herbalessences.com.

About Modern Living with kathy ireland®
Modern Living with kathy ireland® is an independently produced television series airing domestically on WEtv as sponsored programming and on Bloomberg International. Hosted by lifestyle influencer and business mogul Kathy Ireland, the series features the latest in lifestyle and B2C trends, breakthroughs and solutions, while highlighting companies from around the globe in a unique and credible format.

For more about Modern Living with kathy ireland®, visit http://www.modernlivingtv.com and check out the series on social media.
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