

PROCTER & GAMBLE CO  
Form 8-K  
March 24, 2011

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of The Securities Exchange Act Of 1934

Date of Report (Date of earliest event reported) March 24, 2011

THE PROCTER & GAMBLE COMPANY  
(Exact name of registrant as specified in its charter)

Ohio  
(State or other jurisdiction  
of incorporation)

1-434  
(Commission File Number)

31-0411980  
(IRS Employer  
Identification Number)

One Procter & Gamble Plaza, Cincinnati, Ohio  
(Address of principal executive offices)

45202  
Zip Code

(513) 983-1100  
(Registrant's telephone number, including area  
code)

45202  
Zip Code

- o Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 7.01 REGULATION FD DISCLOSURE

On March 24, 2011, The Procter & Gamble Company (“Company”) and Teva Pharmaceutical Industries Ltd. issued a news release announcing that the

companies have reached an agreement to create a partnership in consumer health care by bringing together both companies' existing over-the-counter

medicines and complementary capabilities. The Company is furnishing this 8-K pursuant to Item 7.01, "Regulation FD Disclosure."

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Report to be signed on its behalf by the undersigned hereunto duly authorized.

THE PROCTER & GAMBLE COMPANY

BY: /s/ E.J. WUNSCH  
E.J. Wunsch  
Assistant Secretary  
March 24, 2011

EXHIBITS

99 News Release by The Procter & Gamble Company dated March 24, 2011