



Press Release

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111 years of Schwarzkopf

An overview of 111 years of successful innovations

111 years ago, chemist Hans Schwarzkopf ran a small drugstore in Berlin. Today Schwarzkopf – one of the strongest umbrella brands of Henkel – covers all products in the categories of hair coloring, care and styling. Thanks to its extraordinary growth over the years, Schwarzkopf ranks among the market leaders. Alongside its retail brands (Schwarzkopf Retail), the Schwarzkopf brand portfolio also includes professional products (Schwarzkopf Professional). Henkel is dedicated to the development of innovative product technologies and currently holds over 7,600 patents. And Schwarzkopf, always in tune with the spirit of the times, has repeatedly revolutionized the market with technical breakthroughs and innovations.

In 1898, the chemist Hans Schwarzkopf ran a small drugstore called “**The Dye, Drug and Perfumery Store**” and laid the foundations for one of the world’s foremost hair cosmetics businesses. Schwarzkopf’s first formula in 1903 was an instant hit with his female customers. The water-soluble **powder shampoo**, “The Shampoo with the Black Head,” offered an easy-to-use and value-for-money alternative to the expensive oils and harsh soaps of the time. Not only were all Berlin’s drugstores supplied with “The Shampoo with the Black Head,” but growing demand led to international marketing contacts in the Netherlands and in Russia. At the beginning of the 1920s, film stars from the booming movie industry started wearing short hairstyles as a mark of their emancipation. The pageboy look became synonymous with the fashion of the Twenties, and hair care became even more important.

A boon to the “modern woman,” Hans Schwarzkopf launched his latest innovation on the market in **1927: the world’s first liquid shampoo**. Only one year later Schwarzkopf was granted a patent for a hair conditioner, Schwarzkopf Haarglanz (hair gloss). This was followed in **1933** by **Onalkali**, the world’s first alkali-free shampoo, which became the prototype for all modern shampoos.

Medium-long, naturally flowing hairstyles were particularly favored after the end of World War II. Unfortunately, the permanent waves of the time could hardly be described as “hair-friendly.” The market was once more revolutionized in **1947** with the advent of **Onaltherma**, **the first ever cold perm** from Schwarzkopf. This allowed a permanent wave without needing to heat the hair to 100 degrees Celsius.



In **1949** Schwarzkopf introduced the first ever **cream shampoo** in a tube – a revolutionary product innovation that paved the way for the mass marketing of shampoos in Germany. The name Schauma Creme-Schaumpon became *the* synonym for the term shampoo, and the **Schauma** brand became a household name.

Along with swing, rock ‘n’ roll and petticoats, the 1950s ushered in new attitudes and lifestyles – and new hairstyles, too. No woman would think of leaving the house without elaborately and immaculately styled hair. A new name emerged: **Taft**, “**The liquid hairnet**” became one of the best-known articles of the German economic boom years, and the expression “Tafting” entered the language as a synonym for “spraying with hairspray.”

The hippie movement marked the 1960s, and the miniskirt became the fashion item of the decade. In **1960**, Schwarzkopf Professional launched the premium hair colorant **Igora Royal**, which became one of the most significant brands worldwide in the professional hairdressing sector. Bell-bottoms and platform shoes characterized the 1970s. Manes of curls à la Farrah Fawcett were paraded in the discos, and the perm was the “in” look. Fully in keeping with the times, Schwarzkopf introduced the “**Schwarzkopf method**,” the first ever integrated approach to permanent waving, comprising consulting, technology and training. With the introduction of the color mousse **Igora Toning** to European salons in **1975**, the coloring and toning of hair became even simpler.

Already an issue in the 1970s, environmental protection remained one of the most important social topics during the 1980s. Far ahead of its time, Schwarzkopf was the first international cosmetics manufacturer to react, adapting **Taft** in **1987** and using only **CFC-free propellants**. Now blow-dried styles, mullets and Mohicans could be styled without harm to the environment.

The 1990s brought a yearning for natural products. Schwarzkopf responded to this demand as early as **1991**, introducing plant-based colorants with **Igora Botanic**. This semi-permanent colorant was free of pesticides, herbicides and fungicides, achieving its effect through the industry’s first ever biodegradable organic formula. In **1995**, Schwarzkopf was acquired by **Henkel** and evolved into one of the Europe’s leading hair cosmetic manufacturers. In **1998**, the year of Schwarzkopf’s centenary, yet another groundbreaking innovation was launched – **Re-Nature**, the first self-pigmenting product for graying hair. Its revolutionary formula reacts with the oxygen in the air and restores graying hair to its original color.

Sexy, trendy, and inspired by top stylists in the new millennium, the hip styling series **OSiS** from Schwarzkopf Professional set new standards in styling techniques. In **2002**, Schwarzkopf Professional brought out a professional haircare program, **BC Hair Therapy**, especially designed to meet the needs of individual hair types. The styling products from the **Silhouette** range were also re-developed at this time in collaboration with styling experts. **2003** saw the opening of the **Flagship Academy Schwarzkopf (ASK)** in **Tokyo** and the celebrated premiere of the **German Hairdressing Award**, the largest independent photo competition for the German hairdressing industry. The advent of the premium haircare range **SEAH Hairspa** from Schwarzkopf Professional transforms daily hair care into a moment of pure luxury and pleasure. With the opening of the **London ASK Academy** in **2004**, Schwarzkopf Professional expanded its international training and seminar opportunities for hairdressers, thus strengthening Schwarzkopf’s standing in the international market. In the same year, inspired by the latest trends from L.A. and New York, the streetstyle series **göt2b**

from Schwarzkopf created a splash with attention-grabbing names such as “**Lockmittel**” (**Bait**) and “**Größenwahn**” (**Delusions of Grandeur**).

Since **2005**, a systematic innovations process has enabled Schwarzkopf to bring new developments to the market more rapidly than ever before. The Schwarzkopf “**Retoucher**” allows the toning of hair roots between salon visits. **Natural & Easy** offers colors that never appear monotonous, thanks to exclusive **Multi-Accentuation Technology**. **Taft** launched the **Silk-touch** line, and **göt2b** conquered the European market as *the* styling series for trendsetters. In **2006**, the hair care specialist **Gliss** augmented its product range with the innovative **Total Repair 19 Formula**, and **Taft** introduced its **Senso-Touch Effect** to its products. **Brilliance Luminance**, the fashion-oriented coloring range especially for dark hair also made its debut on the market at this time. Schwarzkopf Professional relaunched **Igora Royal** as the first hair colorant to be designed in cooperation with professional stylists. In **2007**, Schwarzkopf professional achieved yet another breakthrough in hair care for him and her with **Active Dr. Hoting**. This innovative patent-pending active-ingredients formula containing carnitine tartrate has proven its effectiveness against non-illness-related hair loss. **Men Perfect**, the care and toning gel for men, allows the modern man to fashionably intensify his hair color. Schwarzkopf Professional developed **BlondMe**, a 360-degree hair coloring concept, comprising forty individual blonde shades, professional hairdresser training, and care and styling products for home use. A further breakthrough in professional hair cosmetics arrived on the scene with **BC Time Restore** – the first ever hair care system with the active ingredient **Q10** reactivates the hair’s natural production of keratins. Top model **Heidi Klum** accepts the role of ambassador for Schwarzkopf’s **Taft** brand, the two making a perfect team for beauty and professional competence.

A new consumer group – the “LOHAS” – turns the conscious lifestyle awareness of **2008** into one of the biggest social trends of our time, and Schwarzkopf delivers the products that these consumers demand. With **Essensity**, Schwarzkopf Professional offers an entire range of coloring, care and styling products containing pure natural essences – and completely free of artificial fragrances, silicones, paraffin and mineral oils, and parabens. Schwarzkopf introduces **Schauma Bio**. Two further research successes: **Coloriste** delivers intensive high-gloss color in just ten minutes. The patent-pending arginine formula not only minimizes damage to the hair, but also improves the efficiency of the coloring pigments themselves. And the **Cell Repair Technology** from **Gliss** repairs damaged hair with hair-identical keratin proteins that act directly on the hair cells, without weighing the hair down.

2009 will see yet more convincing innovations from Schwarzkopf. A colorant that sets new standards, **Essential Color** is Schwarzkopf’s most natural colorant without ammonia and with naturally-derived ingredients for intensive and radiant hair coloring with an added care effect. There will be new things in store in the realm of hair care as well: For demanding women who have thinning hair that needs care comes Schauma’s **Schauma Q10** Replenishing range. This rich formula helps to stimulate the hair’s own keratin production. The hair is strengthened from root to tip, gaining in volume and suppleness. For men with thinning hair, **Schauma Hair Activator** offers an effective care program. This powerful formula containing caffeine stimulates hair growth factors and reactivates the hair roots. **Asia Straight**, the new line from **Gliss** with its unique cell repair technology, smoothes rebellious hair intensively without the need for straightening irons. The Asia straightening formula with bamboo and orchid essences repairs the structure of the hair. **Taft Ultra** with **Silk Touch** combines seemingly irreconcilable opposites: ultra strong hold and a silky hair feel.

111 years of Schwarzkopf – 111 years of innovation and zeitgeist

You will find photographic images on 111 Years of Schwarzkopf on the Internet at www.schwarzkopf.com/press or at www.henkel.com/press

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel's hair cosmetics business which, under the Schwarzkopf brand, enjoys considerable international renown and success, offers exceptional hair competence in two segments: the consumer products business of Schwarzkopf with brands such as Taft, Schauma, Gliss and Brilliance, and Schwarzkopf Professional's international hairdresser business. In fiscal 2007, Henkel generated sales of 13,074 million euros and operating profit of 1,344 million euros. Our more than 55,000 employees worldwide are dedicated to fulfilling our corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel.

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