



**Press Release**  
Düsseldorf, January 2009

**Profile of Hans Van Bylen, Executive Vice President Cosmetics & Toiletries,**

**Henkel AG & Co KGaA**

**Profile of Hans Van Bylen**

Hans Van Bylen, born in Belgium in 1961, has headed the Cosmetics/Toiletries business sector since 2005 and is a member of Henkel's Management Board. He is responsible for Henkel's global Cosmetics business with sales of 2.8 billion euros.

His career with Henkel began in Belgium in 1984. After working in various functions in laundry detergent sales and product management, Hans Van Bylen took up his first role in Cosmetics in 1991 as Marketing Manager for the Body Care segment in Benelux.

From 1995 to 2001, he held a series of national and international positions, first as International Marketing Manager for Body Care, then as General Manager, Cosmetics, for Benelux and later additionally for France.

In 2001, he became Corporate Senior Vice President of Henkel. In this capacity he was initially in charge of Henkel Cosmetics global Skin and Oral Care business as well as regional steering of business in Western Europe, the Middle East and Africa.

In 2002, he took over the running of the largest area in Cosmetics, the international Hair business, as well as the regional steering for North America, Asia-Pacific and Latin America, until 2005 when he was appointed to the Henkel Management Board as Executive Vice President Cosmetics/Toiletries.

Hans Van Bylen gained his academic qualifications at the University of Antwerp, Belgium, graduating with a degree in business management and an MBA.

**Photo material relating to 111 years of Schwarzkopf can be found at [www.schwarzkopf.com/press](http://www.schwarzkopf.com/press), at [www.henkel.com/press](http://www.henkel.com/press) and on the enclosed photo CD.**

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Schwarzkopf Professional is part of the business unit cosmetics/toiletries of Henkel Düsseldorf and is one of the world's leading suppliers to the hairdressing business. Based on a professional partnership with the hairdresser, the focus of Schwarzkopf Professional is to provide innovative concepts and services, matching the needs of international salon businesses. Schwarzkopf Professional is present in over 80 countries. Well known international brands include BLONDME (blonde color, care and styling), IGORA (color), SEAH Hairspa



