



**Press Release**  
Düsseldorf, January 2009

## 111 Years of Schwarzkopf

### Innovations from Schwarzkopf 2009



#### Essential Color – Our most natural coloration

A revolution for permanent hair colors: the experts from Schwarzkopf have succeeded in developing our first permanent coloration without ammonia and with naturally derived ingredients, lychee-extract and organically cultivated white tea. The ammonia-free cream color provides vivid, long-lasting hair colors with fascinating gloss and perfect grey coverage. Its flowery-fruity perfume pampers the senses during coloring.

Available in 2009 in the following countries:

Germany, Switzerland, Austria, France, Finland, Sweden, Italy, Colombia, Venezuela, Peru, Netherlands, Russia and Denmark.

#### The innovative Schauma Q10 Replenishing line



For demanding women with thinning hair that needs care, German haircare market leader Schauma has developed the innovative Schauma Q10 Replenishing line. The regenerating formula with co-enzyme Q10 helps to stimulate the production of keratin in the hair roots – for more volume, suppleness and strong hair.

Available in 2009 in the following countries:

Germany, Russia, Ukraine, Austria, Baltic countries, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Serbia, Slovakia, Netherlands.



### **Schauma Hair Activator – the first Schauma line that stimulates hair growth factors**



For men with thinning hair, the haircare experts from Schwarzkopf have developed an innovative care system comprising two highly effective products: Schauma Hair Activator Caffeine Shampoo and Hair Activator Caffeine Tonic. The high-performance formula with caffeine stimulates the hair growth factors and activates the hair roots. The tonic also contains phytobiotin. Used in tandem, the products promote vigorous hair with plenty of volume.

Available in 2009 in the following countries:

Germany, Russia, Ukraine.

### **Gliss Asia Straight – care for Asian-straight hair**



Gliss, the market leader in the hair treatment and conditioner segment (in Germany), has developed a powerful innovation: Gliss Asia Straight. The new straightening system with bamboo and orchid essence repairs and smoothes the hair structure. It makes rebellious or curly hair beautifully straight for up to 48 hours - even without the usage of a straightening iron. For long-lasting straight hair with a seductive shine.

Available in 2009 in the following countries:

Netherlands, Belgium, Finland, Norway, Sweden, Denmark, Spain, Poland, Baltics, Czech Rep., Slovakia, Hungary, Slovenia, Croatia, Serbia, Bulgaria, Romania, Germany, Austria, Switzerland, Russia, Ukraine, China, Thailand, Australia, New Zealand, Turkey, Greece, UK.

### **Three Weather Taft Ultra with Silk Touch – Ultra strong hold and a silky hair feel**



Three Weather Taft, the European styling market leader, launches a new extension to its successful Ultra line – Three Weather Taft Ultra with Silk Touch. It combines seemingly irreconcilable opposites: ultra strong hold and a silky hair feel.

Available in 2009 in the following countries:

Germany, Russia, Ukraine, Austria, Baltic countries, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Serbia, Slovakia, Sweden, Finland, Switzerland, Netherlands, Belgium

