

111 YEARS  
Schwarzkopf



## Pressinformation

Hamburg, January 2009

111 Years Schwarzkopf

### Innovations by Schwarzkopf Professional

#### ESSENSITY - Superb Natural Performance in Colour, Care & Styling



ESSENSITY is a colour, care and styling brand with a high degree of naturalness and outstanding performance. ESSENSITY offers a fragrance and ammonia free hair colour with more than 90% naturally derived ingredients and up to 90% white hair blending. All products contain pure certified organic essences and essential oils drawn from innovative, efficient extraction techniques such as freshly freeze-dried essences of aloe vera. The product range is free from artificial fragrances, silicones, paraffin/mineral oils and parabens. Essensity includes 17 care & styling products and 20 intermixable shades.

Henkel

*A Brand like a Friend*

## **BLONDME: Supreme Blonde Hair Quality**



BLONDME is the first and complete approach including colour, care and styling to create Supreme Blonde Hair Quality in salon and at home – for glorious blonde and illuminating shine. BLONDME Colour provides high performance for personalised blonde look with more than 40 individual blonde toning options. BLONDME Care & Styling programme provides tailored tone management in neutral, cool and warm directions. BLONDME truly understands all the needs of blonde hair and respects that “blonde” is more than just a hair colour. BLONDME comprises 12 care & styling products.



## **OSiS Dust It: Hairdressers love this powder!**

OSiS Dust It, the mattifying and texturising powder has become one of the most popular and successful products on the professional market. With its innovative powder-consistency, it gives every hairstyle a matt finish and extra root volume. For light control and separation with long lasting hold. Dust It is part of the OSiS Creatives Range.

**You will find photographic images on 111 Years of Schwarzkopf on the Internet 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 worldwide one of the leading suppliers in the hairdressing business. Based on a professional partnership with the hairdresser, the focus of Schwarzkopf Professional is to provide innovative concepts and services, which match the needs of international salon businesses. Schwarzkopf Professional is present in over 80 countries. Well known international brands include BLONDME (blonde colour, care and styling), IGORA (colour), SEAH Hairspa and BC Hairtherapy (care), OSiS and Silhouette (styling) as well as Natural Styling and Strait Styling (form). 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.

### **Contact**

#### **Schwarzkopf Professional**

Ada Karul

Telephone: +40 40 - 8824 2951

E-Mail: [ada.karul@henkel.com](mailto:ada.karul@henkel.com)