



Henkel

A Brand Like a Friend

Innovation Letter

III/2008

Henkel is a leader with brands and technologies that make people's lives easier, better and more beautiful.



Content



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Dear all,

In this issue of our Henkel Innovation Letter we are pleased to introduce to you some selected innovations from our business units:

Laundry & Home Care:

- ▶ Purex
- ▶ Persil Black
- ▶ Vernel Crystals
- ▶ Soft Scrub Bleach Clean
- ▶ Somat PERFECT
- ▶ Bref WC Tornado

Cosmetics/Toiletries:

- ▶ Coloriste
- ▶ Taft Straight & Glossy
- ▶ OSiS Design Mix
- ▶ IGORA Royal Absolutes
- ▶ Diadermine Age ExCellium Gold
- ▶ Right Guard Professional Strength

Adhesives Technologies:

- ▶ Sista Window Repair System
- ▶ Thomsit RX 20 / RX 40
- ▶ TecTalis
- ▶ Macromelt OM 648

Best regards,

Your Corporate Communications Team

July 18, 2008

Laundry & Home Care: Purex.



Purex High Efficiency (HE) Detergent

Three varieties in growing market segment including natural ingredients

- ▶ 3-year CAGR of 44% in high efficiency detergent segment (market share of HE machines in US just 16%)
- ▶ Price is number one driver of purchase intent for HE users but currently premium/mid-tier brands make up 93% of the segment
- ▶ HE machines help to conserve 66% less water and 20-50% less energy than traditional washers
- ▶ Only mainstream natural HE detergent in 3 variants: After the rain, Lilac and White Lavender
- ▶ **Rollout:** North America



Laundry & Home Care: Persil



Persil Black

Persil specially made for black clothes

- ▶ Almost all Saudi women wear the “Abaya” (full body covering dress with a veil), mostly in black colour
- ▶ Persil Black with special “black color lock” to ensure efficient cleaning of black garments while maintaining the richness of black color
- ▶ Rollout: MENA



Laundry & Home Care:

Vernel

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Vernel Crystals

Softener crystals for most pristine and enduring scent experience

- ▶ Unique form of a crystal, Vernel captures the essentials and pureness of a perfume
- ▶ Long-lasting freshness and fragrance due to finest selection of essential oils
- ▶ Easy and clean dosing
- ▶ Available in three variants: Fresh, Floral and Oriental Enchantment
- ▶ **Rollout:** Western Europe (lead country Italy)



Laundry & Home Care:



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Soft Scrub Bleach Clean Spray

Easier cleaning due to gel form sticking better to vertical surfaces and stains

- ▶ Addresses consumer need of efficient cleaning products that make cleaning easier
- ▶ Power of bleach in a trigger bottle
- ▶ Unique gel form sticks to surfaces and stains to work on the soils
- ▶ Strong cleaning performance
- ▶ **Rollout:** North America



Laundry and Home Care: Somat



Somat PERFECT

First ADW detergent designed for Eastern European consumer needs

- ▶ CEE consumers out-source all washing functions to the dishwasher and were till now disappointed by stain residues
- ▶ Somat Perfect has a superior formula on the most relevant stains and dishes as:
 - ▶ dried in food on the edges of the knives and forks
 - ▶ burnt in food in the corners of the pots / pans
- ▶ Innovative, yet “easy to understand” product for new category entrants
- ▶ **Rollout:** Eastern Europe



Laundry & Home Care:



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Bref WC TORNADO Active Powder

Self acting toilet cleaning foam

- ▶ Fullfills consumer needs as active powder turns into self acting cleaning foam, thus working itself
- ▶ Cleaning performance above and below water level
- ▶ Gives consumer visible proof of performance, providing hygienic cleanliness and quick shine
- ▶ Efficient advertising campaign: “Bref Tornado – it cleans instead of you!”
- ▶ Premium price
- ▶ **Rollout:** Eastern Europe



Cosmetics/Toiletries: coloriste



Coloriste

Schwarzkopf revolutionizes the rules of coloring!

- ▶ Innovative 10 minutes coloration
- ▶ Significantly less hair damage
- ▶ Easy and convenient application thanks to innovative comb applicator - without dripping
- ▶ Contains less ammonia
- ▶ New dimension of perfume in a coloration
- ▶ **Rollout:** Europe



Cosmetics/Toiletries:



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Taft Straight & Glossy

The first styling range for more than 24 hours straightening with gloss-effect

- ▶ Styling range with micro-oils that perfectly straightens the hair and provides it with an enticing gloss
- ▶ More than 24 hours straightening
- ▶ Balm even works without straightening iron
- ▶ Available as hairspray, mousse and straightening balm
- ▶ **Rollout: Europe**



Cosmetics/Toiletries:



OSiS+
DESIGN MIX



OSiS Design Mix

The first styling range designed to be intermixable

- ▶ 6 innovative & unique textures for styling
- ▶ Feel and see already on the surface of the innovative packaging what's inside
- ▶ Contradicting style effects: GLOSS or MATT; SMOOTH or ROUGH, LIGHT or STRONG
- ▶ Products have been specially designed to be perfectly intermixable for unlimited creativity especially for the hairdresser
- ▶ **Rollout:** Global



Cosmetics/Toiletries:



IGORA



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IGORA Royal Absolutes

The first anti-age fashion hair color with 100 % white hair coverage

- ▶ 100 % white hair coverage – without the need to mix them with natural tones
- ▶ Biotin-S Technology for strengthening of weaker and brittle hair which is often a side effect of ,aging‘
- ▶ Permanent fashion colors - reds, violets and copper
- ▶ **Rollout:** Global



Cosmetics/Toiletries:



Diadermine Age ExCellium Gold

The first anti-age face care in mass market with precious Micro-Gold-Complex

- ▶ New Gold-Standard in Anti Age Face Care
- ▶ Unique action: boosts the cells energy by 120% and repulps wrinkles
- ▶ The result: wrinkles are visibly reduced and the skin reveals a fascinating radiance
- ▶ Available as day cream and enriched serum
- ▶ **Rollout: Europe**



Cosmetics/Toiletries: **RIGHT GUARD**



Right Guard Professional Strength

Maximum wetness protection – without a prescription!

- ▶ Maximum level of active ingredient allowed without a doctor's prescription
- ▶ Clinically proven formula
- ▶ Unbeatable 24h odor protection
- ▶ Available in two variants: Ultimate Fresh and Ultimate Clean
- ▶ **Rollout:** North America



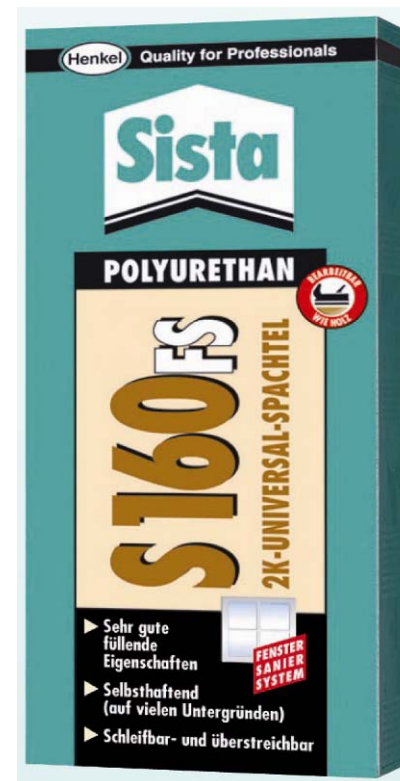
Adhesives Technologies:



Sista Window Repair System

First high performance repair system for wood windows

- ▶ Unique premium 2 product renovation system to cover all repair requirements of wood windows
- ▶ Convenient product selection for craftsmen
- ▶ Sista Kit-Reparatur: long-lasting flexibility and smooth surface, excellent bonding properties even on critical surfaces, best in class over-paintability
- ▶ Sista 2K-Spachtel: superior application properties, no shrinkage, easy workability just like wood, even for bonding of multi-materials (wood/metal, wood/plastic)
- ▶ **Rollout:** Western Europe (lead country Germany)



Adhesives Technologies: **Thomsit**



Thomsit RX 20 / RX 40

Dust-reduced levelling compounds

- ▶ Dust-reduced for cleaner work
 - ▶ High level of workplace safety and health
 - ▶ Excellent spreadability and pumpability
 - ▶ Very smooth surface and high surface strength
 - ▶ Ideally suited for renovation jobs
 - ▶ No slump even with very uneven substrates
- ▶ **Rollout: Western Europe** (lead countries Germany, Benelux)



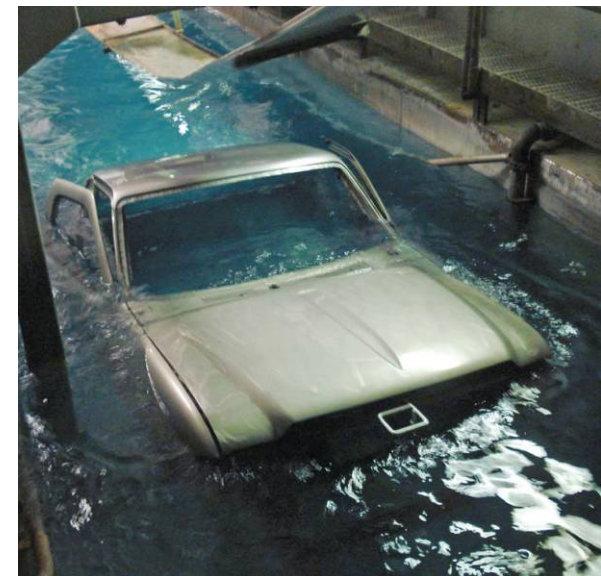
Adhesives Technologies:



TecTalis

Corrosion protection with reduced process costs and environmental impact

- ▶ Replaces traditional zinc phosphate process while reducing water, energy and heavy metal usage, resulting in a significant process cost reduction and a smaller environmental footprint
 - ▶ Additional process cost savings through elimination of production steps
 - ▶ Minimizes maintenance and downtime due to lower sludge generation
 - ▶ Robust process by simplifying the coating application
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- ▶ **Rollout: Global**
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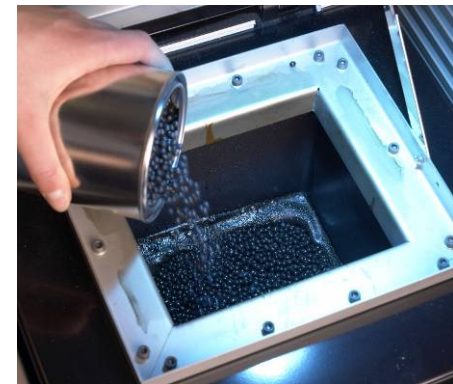
Adhesives Technologies:



Macromelt OM 648

First hotmelt with integrated UV-Protection (for e.g. solar industry)

- ▶ Reliable protection of outdoor electronics against humidity
- ▶ Allows customers to use hotmelt adhesives in products that are heavily exposed to sunlight (e.g. solar systems)
- ▶ Speeding up the production process with 5-10 times faster curing than traditionally used polyurethane and silicone adhesive
- ▶ Consists of 70% natural ingredients
- ▶ **Rollout: Global**



What can we do for you?



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