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# Innovation Letter

## IV/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:

- ▶ Terra Activ
- ▶ Purex Natural Elements Fabric Softener
- ▶ Silan Aromatherapy
- ▶ Renuzit Crystal Elements
- ▶ Dixan Piatti Hands & Nails
- ▶ Pur with "Formula F52"

## Cosmetics / Toiletries:

- ▶ Palette Deluxe
- ▶ ESSENSITY
- ▶ Gliss Kur Cell Repair System
- ▶ Schauma Straight & Glossy
- ▶ Right Guard Professional Strength Aerosol
- ▶ Theramed 2in1 OxyWhite

## Adhesive Technologies:

- ▶ Pritt My Style Range
- ▶ Ceresit CR-90
- ▶ Loctite 5810 Series
- ▶ Adhesin A 78 Series

Best regards,

Your Corporate Communications Team

October 9, 2008



# Laundry & Home Care:



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## Terra Activ

New cleaning and dishwashing brand

- ▶ Sustainability is an increasing trend worldwide, as reflected by the growth of the target group LOHAS (Lifestyle of Health and Sustainability)
- ▶ Terra Activ combines unbeatable cleaning performance with extraordinary environmental friendliness
- ▶ Unique bio-activators based on natural, renewable raw materials
- ▶ Terra Activ range includes all-purpose, bath, glass, toilet cleaners and a hand dishwashing product
- ▶ **Rollout:** Germany



# Laundry & Home Care: Purex



## Purex Natural Elements Fabric Softener

Two variants offered in growing natural market

- ▶ Meets consumer demand for an environmentally friendly value-for-money product
- ▶ With natural fragrance extracts, hypoallergenic, free of dyes, biodegradable formula, recyclable packaging
- ▶ Builds on the success of Purex Natural Elements laundry detergent
- ▶ Available in two variants: Linen & Lilies and Apple & Melon
- ▶ **Rollout:** North America



## Silan Aromatherapy Relaunch

### New Aromatherapy Range with Essential Oils

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- ▶ Innovative product concept with premium aesthetics
- ▶ Intense, long-lasting scents and an unsurpassed softness experience
- ▶ Three new variants: Feel Attractive, Feel Fun, Feel Soft
  
- ▶ **Rollout:** Eastern Europe



# Laundry & Home Care:



## Renuzit Crystal Elements

Natural air freshening crystals with premium fragrances

- ▶ Unique new air freshener form – natural salt crystals with premium fragrances
- ▶ Enables high flexibility
  - ▶ Use in any decorative glass container
  - ▶ Adjust quantity of crystals to vary fragrance intensity
- ▶ Available in two variants: Ruby Berries & Emerald Rainforest
- ▶ **Rollout:** North America



# Laundry & Home Care:



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## Dixan Piatti Hands & Nails

First hand dishwashing liquid caring for hands & nails

- ▶ Beside dry hands, many consumers complain of nail deterioration due to dishwashing
- ▶ Dixan Piatti hand dishwashing liquid has been enriched with calcium and takes care of your hands and nails as well as ensuring high cleaning performance
- ▶ Formula is dermatological tested with skin-compatible pH value of 5.5
- ▶ **Rollout:** Western & Eastern Europe



# Laundry & Home Care:



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## Pur with “Formula F52”

Powerful degreasing hand dishwashing detergent with “Formula F52”

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- ▶ Addressing basic consumer needs of getting perfectly clean dishes without efforts
- ▶ New Pur with special “Formula F52” is so powerful that it attracts grease like a magnet, thus ensuring perfect results
- ▶ **Rollout:** Eastern Europe



# Cosmetics / Toiletries: **Palette**

  
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## Palette Deluxe

The No. 1 European coloration now with unique Cashmere & Pearl extracts

- ▶ True luxury caring color
- ▶ For rich, long-lasting colors with cashmere touch & pearl gloss
- ▶ Perfect gray coverage
- ▶ **Rollout:** Eastern Europe, MENA



# Cosmetics / Toiletries:

Schwarzkopf  
PROFESSIONAL

ESSENSITY

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## ESSENSITY

The first color, care & styling range for superb natural performance

- ▶ High performing hair care products with high degree of natural ingredients
- ▶ Pure certified organic essences & essential oils drawn from efficient extraction techniques
- ▶ All products without artificial fragrances, silicones, paraffin/mineral oils & parabens
- ▶ First fragrance- & ammonia-free soft permanent colorant with more than 90% naturally derived ingredients and up to 90% white hair blending
- ▶ **Rollout:** Global



## Gliss Kur Cell Repair System

The first hair care that repairs inside the hair cell with hair identical proteins

- ▶ Effective repair at the very core of the damage - inside the hair cell!
- ▶ Specific refill of even smallest damages with hair identical proteins
- ▶ For healthy hair from deep inside
  - ▶ 95% less hair breakage
  - ▶ 2x more shine
- ▶ Available for 9 different hair types
- ▶ **Rollout:** Europe, Asia-Pacific, Latin America



## Schauma Straight & Glossy

Schwarzkopf's first hair care line for 24h straighter hair without a straightening iron

- ▶ 24h straighter hair without a straightening iron
- ▶ Embraces hair structure and straightens even stubborn hair
- ▶ Offers fascinating glossy shine, with shimmering light reflexes
- ▶ Especially for dry, frizzy and unmanageable hair
- ▶ With caring aring Jojoba Oil
- ▶ **Rollout: Europe**



# Cosmetics / Toiletries: **RIGHT GUARD**

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## Right Guard Professional Strength Aerosol

The first aerosol with professional strength

- ▶ No aerosol keeps you drier
  - ▶ Clinically proven formula
  - ▶ Unbeatable 24h odor protection
  - ▶ Highest level of active ingredient in an aerosol
- 
- ▶ **Rollout: USA**



# Cosmetics / Toiletries: *Theramed*



## Theramed 2in1 OxyWhite

Extremely white teeth and fresh breath thanks to active oxygen

- ▶ Extremely white teeth without discolorations thanks to active oxygen
- ▶ Interdental Cleaning System – cleans even between the teeth – for 100% freshness
- ▶ The unique combination of a toothpaste and a mouthwash for complete oral care protection
- ▶ **Rollout: Europe**



# Adhesive Technologies:



## Pritt My Style Range

The first design collection in correction

- ▶ Unique, individual, award-winning designs



- ▶ Perfect, quick and clean correction
- ▶ Easy and economic refill
- ▶ Reduced waste: 6 meters tape in micro-refill
- ▶ Value upgrade of market
- ▶ **Rollout:** Europe



# Adhesive Technologies: **Ceresit**



## Ceresit CR-90

New waterproofing coating with crystallization effect

- ▶ Cementitious waterproofing product with focus on “building renovation”
- ▶ Triple waterproofing protection through the creation of crystals within the concrete structure:
  - ▶ Waterproofing coating on top of the surface (impenetrable barrier)
  - ▶ Crystal penetration into the concrete
  - ▶ Self-healing in case of concrete cracks
- ▶ **Rollout:** Eastern Europe



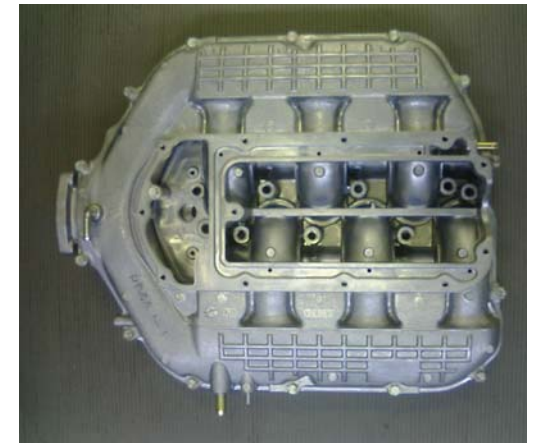
# Adhesive Technologies: **LOCTITE**



## Loctite 5810 Series

First liquid polyacrylate sealant for gasketing of engines and transmissions

- ▶ Overcomes disadvantages of traditional silicone sealants:
  - ▶ Resistant to oil and volatile organic compounds (VOC)
  - ▶ 10 times less VOC emission from sealed joints
  - ▶ No contamination of electronic components
  - ▶ No foaming of transmission oils
- ▶ Helps OEMs meet challenging new legal requirements to achieve Partial Zero Emissions Vehicle (PZEV) rating
- ▶ **Rollout: Global**



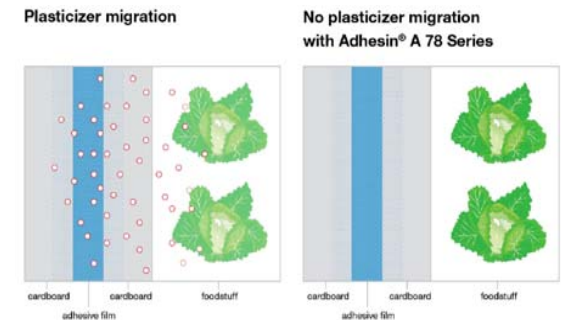
# Adhesive Technologies: **Adhesin**



## Adhesin A 78 Series

Plasticizer-free range of dispersion adhesives designed for food packaging

- ▶ Entirely free of plasticizers:
  - ▶ No plasticizer migration, suitable also for direct food contact
  - ▶ Improved paper recycling properties
- ▶ Application areas: Cardboard boxes, paper bags and pouches
- ▶ Trouble-free changeover and processing
- ▶ Based on renewable raw materials
- ▶ **Rollout: EMEA**



# What can we do for you?



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