



**Press release**  
Düsseldorf, January 2009

**Innovative brands**

## **Henkel Innovation Letter**

**The first Henkel Innovation Letter in 2009 informs concisely about the different innovations made in the business sectors Laundry & Home Care, Cosmetics/Toiletries and Adhesive Technologies.**

The vision of Henkel is to make people's lives easier, better and more beautiful with our brands and technologies. Innovations are the basis for successfully turning this vision into reality. They assure our future viability and our capacity to adjust proactively in a world where change is constant.

The first Henkel Innovation Letter in 2009 informs concisely about the different innovations made in the business sectors Laundry & Home Care, Cosmetics/Toiletries and Adhesive Technologies. For example the following innovations are brand-new regarding the Laundry & Home Care business sector: Silan fresh winter softener with a new dimension of freshness, Vernel Dryer Freshness as the first softener range especially designed for tremble dryers, soft Scrub Scrubby Pads rolled out in the USA and not to forget –for a golden year 2009- the new Persil Gold. Schauma, as a brand of the Cosmetics/Toiletries business sector, has its first Q10 hair care range to reactivate the keratin production. Moreover 3 Weather Taft started its new styling range with Taft Ultra with Silk Touch, that combines ultra strong hold plus a silky hair feeling. Further examples of innovations of the Cosmetics/Toiletries business sector are: Gliss Kur Asia Straight, göt2b guardian angel and the innovative Dr. Caspari Method Dermo Indent – anti-age on the edge of dermo-esthetics. The business sector Adhesive Technologies also contributed with numeral innovations like the Pattex 2-Component Epoxy Liquid-Static Mixer, the Loctite HF8600 and the Hysol FF6000, eliminating the need for costly dispensing equipment and the time required for underfill processes and curing.

**Please read more in the attached Henkel Innovation Letter I/2009.**



For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel operates in three business areas – Home Care, Personal Care, and Adhesive Technologies – and is ranked among the Fortune Global 500 companies. More than 60 percent of Henkel's sales are in consumer goods, while the industrial business accounts for almost 40 percent of the company's total sales. 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.

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