

# Henkel Innovation Letter II/2007



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

**Henkel**

*A Brand like a Friend*

April 5, 2007

Dear all,

In this issue of our Henkel Innovation Letter we are pleased to introduce to you the following innovations:

**Laundry & Home Care:**

- Persil 100 years
- Persil, Le Chat, Dixan, Wipp Express
- WC Frisch Complete
- Vernel One Rinse Only

**Cosmetics/Toiletries:**

- Gliss Kur Oil Nutritive
- Schwarzkopf Men Perfect
- RGX Body Spray
- Diadermine Wrinkle Expert 3D Wrinkle Filler Pen

**Consumer and Craftsmen Adhesives:**

- Metylan Power Granulat plus
- Sista Easy Silicone
- Tangit Fire Protection System
- Thomsit DS 40

**Henkel Technologies:**

- Loctite CureJet LED
- Adhesin FiberPlus
- Bonderite 2718
- P3 Disperse

Your  
Investor Relations Team

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## Laundry & Home Care

# Persil 100 years

## The best Persil of all times

- ➔ Persil has re-invented itself with a complete brand relaunch of the whole product assortment:
  - Better formula: exclusive new active stain-remover for ultimate cleanliness you can see, feel and smell
  - Better packaging: re-closability, soft handle and new doser
  - Better and more emotional packaging design
  
- ➔ **Rollout:** Western Europe



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## Laundry & Home Care

# Persil, Le Chat, Dixan, Wipp Express

Complete brand relaunch of premium detergents all over Europe

- All premium brands have been re-launched under one common look & feel without losing their local heritages
- Better & standardized formula with exclusive new active stain-remover for ultimate cleanliness you can see, feel and smell
- **Rollout:** Western Europe



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## WC Frisch Complete

The first cleaner for the whole toilet inside and outside, for a more efficient and easier cleaning

- Spray function for outside, active foam function for inside the toilet (with adjustable sifter on the trigger dispenser)
  - Upside-down use to reach even tiniest corners
  - Effective antibacterial formula
  - Two fragrances available: Ocean and Lemon
- Rollout: Europe



# Vernel One Rinse Only

**New softener which removes suds in one rinse only**

- Responds to the special needs of the large number of high-suds users in the Middle East/North Africa region
- High-suds detergent creates the need for repeated rinsing after the main wash cycle
- Vernel One Rinse Only makes consumers' lives easier by removing suds in one rinse only after washing while softening clothes and leaving a long lasting scent
- **Rollout:** Middle East/North Africa



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## Cosmetics/Toiletries

# Gliss Kur Oil Nutritive

The first nourishing oil based hair care line especially for long hair

- Innovative formula with rich argan and shea oil
  - Total nutrition for long hair: nourishes lengths and split ends
  - Breakthrough against split ends: 95% reduction
  - Innovative flagship treatment: the world's first Repair-Butter
- **Rollout:** International



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## Schwarzkopf Men Perfect

The first Hair Toner Gel especially developed for men

- Gentle Toner Gel which blends away first grey hair - so naturally that nobody will see it
- Innovative 5-Minute-Speed-System: Mix it – comb color in – rinse it out – ready
- Helps men to stop the signs of time – safe, natural and unobvious
- **Rollout:** Europe



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## Cosmetics/Toiletries

# RGX Body Spray

## Body spray range for men from Right Guard

- A selection of fresh, crisp fragrances that do not overpower
- Designed to enhance individuality with an "air of confidence"
- Comes in up-market, embossed packaging to support premiumness
- "Powered by" Right Guard for reliable deodorant protection
- **Rollout:** North America



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## Diadermine Wrinkle Expert 3D Wrinkle Filler Pen

The first anti-wrinkle treatment which immediately reduces wrinkles visibly – targeted and easy to apply

- The highly innovative formula reduces wrinkles visibly and measurably for an immediate rejuvenation
- Ergonomically shaped silicone applicator allows for targeted dispersion of formula
- Outstanding anti wrinkle performance proven in scientific tests
- **Rollout:** Europe



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## Consumer and Craftsmen Adhesives

# Metylan Power Granulat plus

For wallpapering with special demands:  
with the PLUS of adhesion power

- Extremely high adhesion power
- Very high instant tack
- Easily adjustable
- High safety also on new plaster surfaces
  
- **Rollout:** Germany, further rollout planned



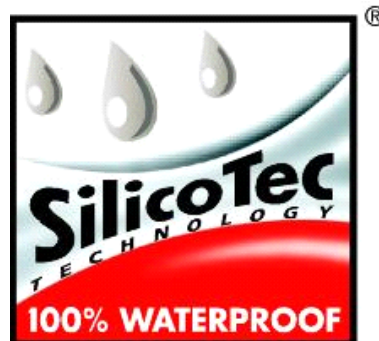
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## Consumer and Craftsmen Adhesives

# Sista Easy Silicone

## Easy to seal 100% silicone

- Based on new SilicoTec Technology
  - Excellent smoothing properties: fingersmooth
  - Excellent correction of fresh sealant without oil film
  - Easy to use, cleanable with water, odorfree
  - Good primerless adhesion on many surfaces
- 
- **Rollout:** Western Europe



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## Consumer and Craftsmen Adhesives

# Tangit Fire Protection System

## Complete Range for Plumbers & Electricians

- Universal and easy to use solution for fire protective installation for all kinds of pipes and electricity cables in walls, ceilings and component joints
- Easy and fast application
- Superior product performance
- Tested according to European requirements
- **Rollout:** Benelux, further rollout planned



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## Consumer and Craftsmen Adhesives

# Thomsit DS 40

## Thick Layer Self-Levelling Compound

- Self-levelling and pumpable, particularly smooth surface
- Especially suited for very uneven substrates, dents, cracks or holes
- Rapidly ready for foot traffic and receiving floor coverings
- Low tension and high strength
- Layer thickness of 3-40 mm with one single application
  
- **Rollout:** Western Europe



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# Loctite CureJet LED

## Breakthrough equipment product for the adhesive light curing industry

- ➔ New, patent pending tool utilizing high-power Light Emitting Diodes (LED's) to cure Loctite adhesives after application
- ➔ First LED curing tool which achieves the high power level and cure area of traditional UV Wand Systems, however offering:
  - 10 times the life
  - Immediately operable
  - No power degradation
  - Smaller size
  - Lower cost
- ➔ Available in variety of light wavelengths (colors) which are optimized for curing specific Loctite adhesives

- ➔ **Rollout:**  
Global



## Adhesin FiberPlus

Ready to use additives for tissue converting  
(toilet tissue, handkerchiefs, napkins and cosmetic  
towels paper)

→ Additive softener that goes deep into the paper fibers  
increasing:

- softness
- consistency
- bulk / volume
- properties / functionality



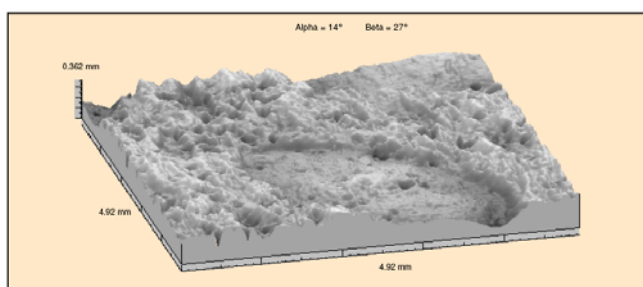
→ Formulation developed on basis of laundry softener “Vernel”

→ Improved paper quality leading to higher production speed  
and cost reduction

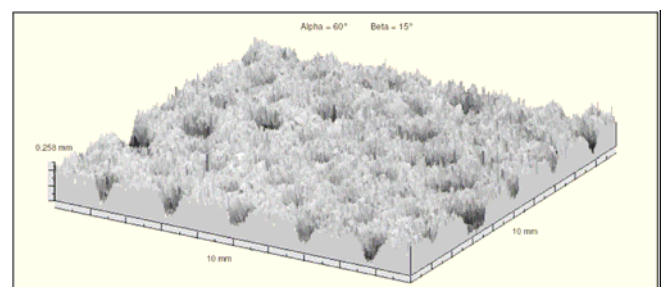
→ Fully customizable: Adhesin FiberPlus as perfect carrier for  
additives such as perfumes, proteins, vitamins etc.

→ Rollout: Global

Untreated paper



Paper treated with FiberPlus



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## P3 Disperse

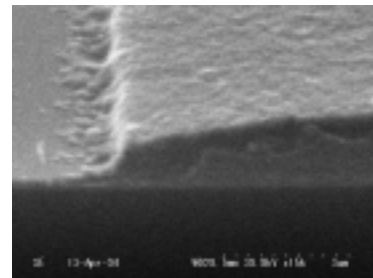
**Removes color resist in the manufacturing process of LCDs**

- Optimal quality in color pattern development (resist removal) in the manufacturing of LCD flat panel displays
- Improved process stability & processing through high chemical / thermal stability and improved foaming properties
- Reduced chemical handling effort through highly concentrated product, saves time & costs
- Minimized logistics costs (environmental impact) through lower delivery frequency and tonnage

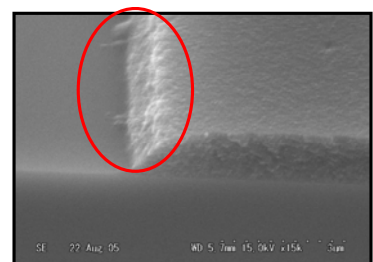
→ **Rollout: Asia-Pacific**



Low performance color resist removing:  
Needless color resist remains



Excellent performance in resist removing with P3 Disperse



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# What can we do for you?



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