

Henkel Innovation Letter I/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

January 12, 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 birthday edition
- Somat 7
- Bref Jumbo

Cosmetics/Toiletries:

- Schauma Kiwi-Shine
- Fa Foam Soap
- Diadermine Lift+ Sun Effect
- Bonacure Time Restore

Consumer and Craftsmen Adhesives:

- Pattex PL 700
- Pattex No More Nails
- Sista Universal Humidity Coating

Henkel Technologies:

- Loctite 435 and Loctite 438
- Granocoat X

Your
Investor Relations Team

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Laundry & Home Care

Persil 100 years birthday edition

Persil gel in innovative bottle called “Futurino”

- Unique laundry detergent bottle combining outstanding design with excellent handling properties
- The new bottle called “Futurino” will be the symbol for all birthday activities in 2007
- Available as power gel, colour gel, sensitive gel and as power gel with a touch of Vernel
- **Rollout:** Europe, starting in Germany



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Laundry & Home Care

Somat 7

First multifunctional automatic dishwashing tab with 7 integrated functions

- ➔ Two new consumer benefits compared to Somat 5:
 - Improved formula with cleaning booster
 - Low-temperature-activator (already from 40°C) for perfect results without pre- & after-treatment of dishes
- ➔ Integration of two new functions emphasized by design
- ➔ **Rollout: Europe**



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Laundry & Home Care

Bref Jumbo

Toilet cleaning gel combining
limescale dissolving capacity with antibacterial action

- New powerful formula
- Trunk-like bottle to dispense the gel under the toilet rim
- Three fragrances available: Ocean, Pine and Lemon
- In addition: chlorine bleach
- Rollout: Europe



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Schauma Kiwi-Shine

First hair care line with anti-lime effect for shiny hair

- Unique anti-lime formula with kiwi extracts makes even hardest water soft
- The effect: ultra shiny hair
- Available as shampoo, conditioner and treatment
- Rollout: Europe



Cosmetics/Toiletries

Fa Foam Soap

Self-foaming hand soap for dry and sensitive skin

- International rollout of a successful Dial product (Dial Foaming Hand Wash)
 - Unique pre-foamed texture
 - Extremely mild and soft even to sensitive skin
 - Available in two variants: Silky-Soft and Aloe Vera Sensitive
- **Rollout:** International



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Diadermine Lift+ Sun Effect

First anti-age cream with naturally sun tanned complexion

- First anti-age cream which offers an effective firming all day long plus a naturally sun tanned complexion
- Innovative Soft-Tan-Complex intensely moisturizes the skin while gradually building a light, golden and natural looking tan
- **Rollout:** International



Bonacure Time Restore

First hair care range with Coenzyme Q10 technology

- The first hair care range with Coenzyme Q10 technology targeting consumers 45+
- Optimizes mature hair by activating the production of two keratins that subside over time
- For timelessly vibrant and lively hair
- **Rollout:**
International



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Consumer and Craftsmen Adhesives

Pattex PL 700

New generation of high performance construction adhesives

- Used for bonding, fixing and sealing
- Patented and Henkel exclusive "FLEXTEC" polymer technology
- High initial tack, high and flexible final strength
- Indoor and outdoor use, even on wet surfaces
- **Rollout:** International



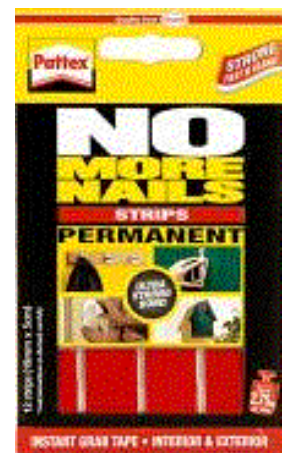
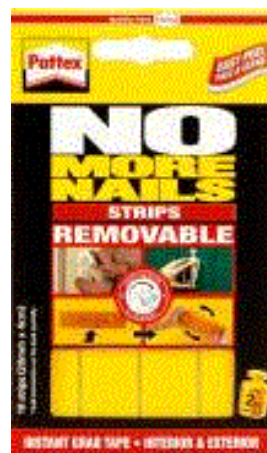
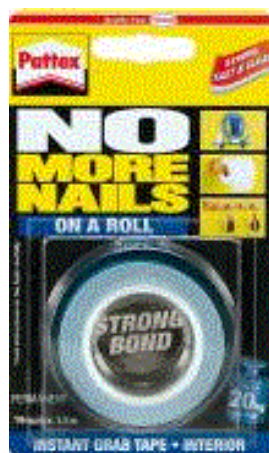
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Consumer and Craftsmen Adhesives

Pattex No More Nails

Complete range with high performance mounting tapes and strips

- Fast, clean and strong assembling instead of using screws, plugs and nails
- Strips are strong, but also removable by twisting the object
- Clean and quick application, invisible
- Fast and high initial tack
- **Rollout:** International



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Consumer and Craftsmen Adhesives

Sista Universal Humidity Coating

Humidity protection based on SilicoTec technology

- 100 % silicon: absolute waterproofness by building a permanently elastic coating
- Universal protection against intrusion of humidity (inside and outside)
- Superior to bitumen in terms of UV-Resistance & Ease of use
- Excellent adhesion on all surfaces including humid ones and bitumen
- **Rollout:** Germany, France, Benelux, further roll-out planned



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→ Henkel Technologies

Loctite 435 and Loctite 438

Line extension with new rubber toughened cyanoacrylates

- High resistance to impact and shock loads
- High peel strength, exceptionally fast cure, long shelf life
- Excellent bonding on metal and plastics, also suitable for porous and acidic surfaces
- Two versions: clear or black
- Patent protected
- Rollout: Global



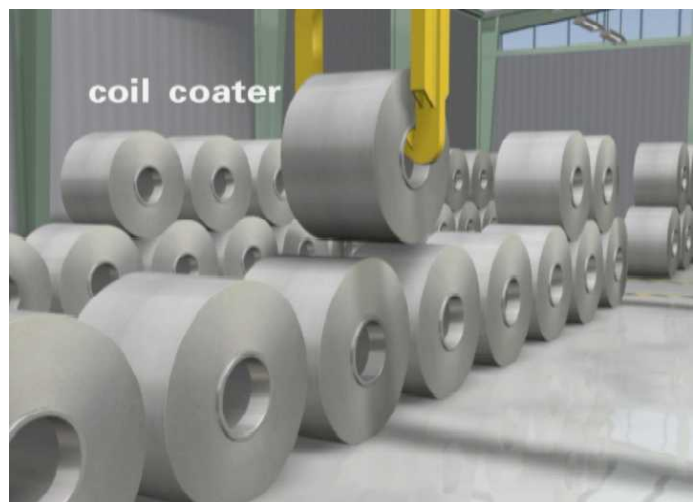
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Granocoat X

New generation of organic coatings for steel and aluminum parts in the automotive industry

- ➔ Improved corrosion protection in flanged areas
- ➔ Assures good weldability
- ➔ Provides excellent substrate for joining processes like bonding
- ➔ Simplifies downstream painting
- ➔ Lean and clean production:
 - Elimination of secondary corrosion protection measures (depending on design)
 - No need for stamping oils (depending on design)

- ➔ **Rollout:** Global



What can we do for you?



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