

# Henkel Innovation Letter III/2006



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

**Henkel**

*A Brand like a Friend*

July 13, 2006

Dear all,

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

Laundry & Home Care:

- Bio Presto Sensitive
- Der General Univeral Spray
- Estrella Oxygeno Activo

Cosmetics/Toiletries:

- Brillance Toner Creme
- Schauma Nutri & Shine
- Fa Deodorant
- BC Bonacure hairtherapy MEN

Consumer and Craftsmen Adhesives:

- Loctite Super Glue Brush-on
- Ceresit F 158
- Ceresit CR 72 flexible slurry 1K

Henkel Technologies:

- Multan 97-40 & P3 Neutracare 3300
- Sanicare HM 4450

Your  
Investor Relations Team

+++ Henkel Innovation Letter +++ Henkel Innovation Letter +++ Henkel Innovation Letter +++

# Bio Presto Sensitive

- The first 'sensitive' heavy duty detergent in Italy
- Combines traditional cleaning power with 'skin-sensitivity', providing wellness for your skin
- Dermatologically tested
- Roll-out in Italy



+++ Henkel Innovation Letter +++ Henkel Innovation Letter +++ Henkel Innovation Letter +++

# Der General Universal Spray

- Powerful cleaning performance for surfaces now also available in a convenient spray for in-between cleaning
- Can be used everywhere in the house
- Removes dirt easily with a strong power foam
- Results in brilliant shine and leaves a fresh scent of mountain-spring ('Bergfrühling')
- Roll-out in Germany



## Laundry & Home Care

# Estrella Oxygeno Activo

- The first household cleaner which powerfully cleans and disinfects with oxygen
- Doesn't contain bleach
- Can safely be used on all surfaces, materials and clothes
- Roll-out in Spain and Portugal



+++ Henkel Innovation Letter +++ Henkel Innovation Letter +++ Henkel Innovation Letter +++

## Brillance Toner Creme

- The first toner creme for long-lasting intensity: Even after 10 washes up to 90% intensity
- With proven Brillance Color Protect formula
- Available in 16 fashionable shades
- Roll-out in Germany, Austria, Switzerland, Slovenia



## Schauma Nutri & Shine

- The first shampoo for 90% more shine and suppleness
- Contains nutri-oil and precious pearl-extract
- Packaging innovation: The world's first bi-color bottle
- Roll-out in Germany, Austria, Eastern Europe, Benelux



+++ Henkel Innovation Letter +++ Henkel Innovation Letter +++ Henkel Innovation Letter +++

## Cosmetics/Toiletries

# Fa Deodorant

- New Fa deospray range with double-active formula with Protectiva and new designs
- New Fa roll-on generation with quick-dry formula
- New Fa stick generation with extra-soft formula
- Roll-out in Germany, France, Eastern Europe, Benelux, Spain, Austria, Middle-East, North Africa, Australia



+++ Henkel Innovation Letter +++ Henkel Innovation Letter +++ Henkel Innovation Letter +++

# BC Bonacure hairtherapy MEN

- ➔ The first men's hair care program to give an immediate and effective energy boost to hair & scalp
- ➔ Product innovations:
  - BC MEN Anti-Shine Soothing Fluid hydrates and mattifies shiny, bald parts of the head and receding brow
  - BC Hair Growth Tonic with carnitine tartrate to significantly increase hair density and activate hair growth
- ➔ G<sup>2</sup> Force formula: amino acid glycine and glucose-caffeine-complex
- ➔ Roll-out internationally



## Consumer and Craftsmen Adhesives

# Loctite Super Glue Brush-on

- Universal instant adhesive for quick bonding, easy to spread also on bigger areas
- Anti-spill bottle with convenient bayonet cap
- Fill level control
- Roll-out starting in USA, Canada, Switzerland, Austria, France, South Africa, Japan, Benelux, Brazil, Scandinavia and Germany



+++ Henkel Innovation Letter +++ Henkel Innovation Letter +++ Henkel Innovation Letter +++

## Consumer and Craftsmen Adhesives

# Ceresit F 158

- Special glazing sealant for self-cleaning glass which matches the DIN requirements
- Weatherproofing joints between adjoining “glass-to-glass” units
- Compatible with PVB foils used for safety laminated glass
- UV-resistant and paint compatible
- Recommended for Pilkington Activ and Saint Gobain Bioclean self-cleaning glass
- Roll-out starting in United Kingdom, Germany and France



+++ Henkel Innovation Letter +++ Henkel Innovation Letter +++ Henkel Innovation Letter +++

## Consumer and Craftsmen Adhesives

# Ceresit CR 72 flexible slurry 1K

- New generation of a one compound flexible slurry
- Applicable by brush, trowel and machine
- Can be used outside and inside for sealing basements and sealing under tiles
- Reduced consumption with low shrinkage
- Approved by the German Building Chemical Institute
- Roll-out starting in Germany and Benelux



+++ Henkel Innovation Letter +++ Henkel Innovation Letter +++ Henkel Innovation Letter +++

# Multan 97-40 & P3-Neutracare 3300

## Combined solution for cleaning and cooling of metals

- Combination of Multan water soluble cooling lubricant and P3-Neutracare 3300 cleaner for metalworking, machine building and tooling industry
- Reduced lubricant consumption and extended bath life time
- More efficient process control
- Longer tool life due to lower wear
- Environmentally friendly: chlorine free and reduced content of hazardous substances, such as phosphor and sulfur
- Roll-out globally



# Sanicare HM 4450

## UV-curing adhesive for next generation plasters

- Excellent skin adhesion
- High breath ability
- Very skin compatible – dermatologically tested
- Solvent free adhesive technology – environmentally friendly
- Excellent age resistance
- Roll-out in Europe



# What can we do for you?



## Henkel KGaA Investor Relations

Oliver Luckenbach

☎ +49-2 11-7 97 16 31

Fax:+49-2 11-7 98 28 63

oliver.luckenbach@henkel.com

Sabine Schelkmann

☎ +49-2 11-7 97 36 09

Fax:+49-2 11-7 98 136 09

Sabine.schelkmann@henkel.com

Andrea Haschke

☎ +49-2 11-7 97 21 66

Fax:+49-2 11-7 98 121 66

andrea.haschke@henkel.com

Julia Bien

☎ +49-2 11-7 97 72 78

Fax:+49-2 11-7 98 172 78

julia.bien@henkel.com

Bettina Ziwitza

☎ +49-2 11-7 97 39 37

Fax:+49-2 11-7 98 139 37

bettina.ziwitza@henkel.com