



Innovation Letter IV/2007

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



A Brand like a friend

Content

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:

- Purex Natural Elements
- Perwoll Wool Total Care
- Bref Power All-Purpose Cleaner
- Dessine moi Mir

Cosmetics/Toiletries:

- Taft Sensitive
- Natural & Easy Grey Expert
- BC Styling Treat
- Dial Yogurt Hand Wash
- Diadermine Age ExCellium

Adhesives Technologies:

- OSI PL Ultimate
- Next Generation DTI Lubricants
- DORUS FD 150/6 LS
- Hysol QMI 5100/5200

Best regards,

Your Investor Relations Team

October 18, 2007

Purex Natural Elements

Concentrated liquid detergent with naturally-derived ingredients

- Ultra-concentrated formulation (2:1), reduces waste and is easier to carry and store
- Environment-friendly: 100% naturally-derived ingredients with same efficacy as regular Purex detergent
- Natural fragrance extracts providing unique scent experience
- Differentiating translucent green bottle and unique label design
- **Rollout:** North America



Linen & Lilies

Apple & Melon

Cherry Blossoms
& Vanilla

Perwoll Wool Total Care

Improved formula with 30% more care balm

- Relaunch of Perwoll Wool “Total Care”: Provides total care for all woolen and delicate garments
- The suppleness of fibers is preserved, protection from pilling, felting and loss of form
- Upgraded design to support the communication of the new concept
- Broad communication support “Enjoy wool anew” to modernize the image of wool
- **Rollout:** Western Europe





Bref Power All-Purpose Cleaner

Easily gets rid of even the most persistent dirt

- Enlargement of successful Bref Power Cleaner range with an all-purpose cleaner
- Especially for use on large surfaces & floors in the entire household: Kitchen, bathroom, living room or outside
- Ultra-strong formula for all kinds of dirt: No more scrubbing!
- With “Power Cap”, the unique dosing system, the product can be dosed easily, for diluted or direct use
- **Rollout:** Germany & Belgium





Dessine moi Mir

Design limited edition - Bringing creativity & style into the kitchen

- Limited edition for MIR hand dishwashing bottles created in partnership with the French Institute of Design by talented young design students

- **Rollout:** Starting in France, design rollout in selected Western European countries



Taft Sensitive

First perfume-free Taft line especially developed for sensitive scalp

- Complete line with hair spray, mousse and blow-dry spray
- Provides 100% hold while being especially mild to the scalp
- High-performing Taft formula is perfume-free and dermatologically tested
- New blow-dry spray offers perfect volume and is gentle to the scalp
- **Rollout:** Europe



Natural & Easy Grey Expert

Perfect grey coverage, yet natural color result

- Specific grey coverage solution for women with more than 70% of grey hair
- Solves the trade-off between perfect grey coverage and a natural color result
- Perfect root application with a professional brush and bowl system

- **Rollout: Europe**



BC Styling Treat

The first professional styling range that deeply cares for hair

- BC hairtherapy extends its proven hair care competence into styling
- The proven BC care technology with amino acids protects the hair from the inside out
- The innovative Silk-Polymer-Complex allows the hair to move naturally and to feel soft to the touch

- **Rollout:** Global





Dial Yogurt Hand Wash

Nourishing hand wash with yogurt protein

- Liquid soap and the first foaming hand soap with natural yogurt protein
 - Clinically proven to moisturize and soften hands
 - Leaves skin feeling smoother and healthier
 - Aloe Vera and Vanilla Honey both available in liquid and foaming variants
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- **Rollout:** North America



Diadermine Age ExCellium

New Caviar-Protein-Complex significantly improves cell renewal process

- New Caviar-Protein-Complex acts like a fresh-cell therapy to improve the cell renewing process by up to 40%
- Firms the skin, verifiably alleviates even deep wrinkles and slows down the appearance of further skin ageing signs
- Addresses the consumer's desire for luxury AND anti-age performance



- **Rollout: Europe**



OSI PL Ultimate

All in One: Hybrid Sealant & Adhesive

- Only one instead of two products necessary for sealing & bonding (e.g. for skirting boards or panels)
- Provides a flexible bond on a wide range of building materials (“Multi-Surface”) in all weather conditions
- Interior & exterior use - even on wet surfaces
- Easy to use: low odor, fast cure, paintable, no cracking/shrinking
- Superior performance, UV resistant
- **Rollout:** North America





Next Generation DTI Lubricants

Lubricants for beverage can industry based on renewable raw materials

- New formulation based on renewable raw materials lessen dependency on oil
- Improved working conditions with low-odor formulations
- Achieves best-in-industry standards for can quality, productivity and efficiency



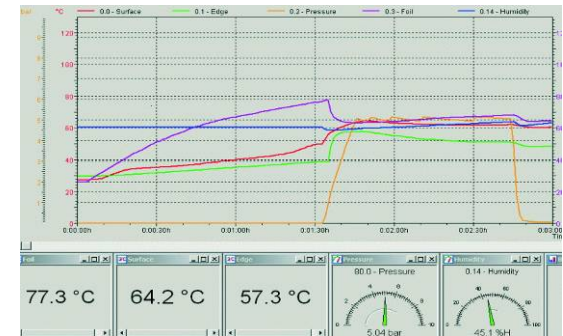
- **Rollout:** Global



DORUS FD 150/6 LS

Increasing productivity with new adhesive for high gloss furniture foils

- System solution approach, combining:
 - High-end polyurethane adhesives
 - Process control system DORUS® 3D Profiler
 - System calibration and on-site service
- Unrivaled product characteristics:
 - Lowest activation temperature (from 55 °C)
 - Highest heat resistance
 - Very high initial tack
- Increasing customers' productivity and quality by significantly reducing scrap rates
- **Rollout:** Global



DORUS® 3D Profiler



Kitchen with high gloss surface

Hysol QMI 5100/5200

High performance dicing die attach films for assembly of microchips

- Pressure-sensitive adhesive film combining dicing and die attach functionality into one, streamlined product
- Deliver outstanding mechanical stability (no die flying during dicing, no bleeding), exceptional ease-of-use and simplified stacked die processes
- Highly automated process, elimination of previously required process steps (no dispensing of adhesive paste or film, no die attach cure)
- Primary market is for FLASH and DRAM memory devices
- **Rollout:** Global



Process Flow

Hysol[®] QMI 5100™ and Hysol[®] QMI 5200™

