



Henkel

*A Brand Like a Friend*

# Innovation Letter

## I/2008

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



# Content



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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:

- ▶ Pril Perfect Gel
- ▶ Tenn Aloe Vera
- ▶ Persil Color
- ▶ Zout

## Cosmetics/Toiletries:

- ▶ Gliss Kur Nutri-Protect
- ▶ got2b smooth operator
- ▶ Pure & Natural
- ▶ Dial Yogurt Body Wash
- ▶ Diadermine Lift+ Anti Oxidant
- ▶ Theramed Pro-Nature

## Adhesives Technologies:

- ▶ Pattex PL 600
- ▶ Ceresit CT 84 Express
- ▶ Frecote 58-NC
- ▶ Technomelt Supra

Best regards,

Your Investor Relations Team

January 16, 2008

# Laundry and Home Care: **Pril**

## **Pril Perfect Gel**

First multifunctional automatic dishwashing gel

- ▶ Combines cleaner, rinse aid, salt, glass protection and stainless steel-shine
- ▶ Immediate soluble and offers better cleaning performance results as tabs in short cycle programs
- ▶ **Rollout: Italy**



# Laundry and Home Care:



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## Tenn Aloe Vera

PH neutral hard surface cleaner containing Aloe Vera

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- ▶ Hard surface cleaner combining caring properties of Aloe Vera with high performance formulation
  - ▶ PH neutral formula makes it appropriate for delicate surfaces (marble, ceramic, wood)
  - ▶ Very positively evaluated perfume (both in diluted and undiluted use)
  - ▶ **Rollout:** Spain
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# Laundry and Home Care: **Persil**



## **Persil Color**

First specialized color detergents in parts of MENA region

- ▶ Special formulation
- ▶ Color fixator with vinegar power
- ▶ Packaging adapted to local requirements (cartons, refill bags, small pouches)
  
- ▶ **Rollout: MENA**



# Laundry and Home Care: **Zout**



## Zout Laundry Stain Remover

New and improved triple enzyme formula

- ▶ New formulation makes Zout one of the most effective laundry pre-treat stain removers by adding an enzyme that attacks tricky grease and oil stains
- ▶ Formulation does not harm flame resistance in children's sleepwear because it uses enzymes instead of other harsh chemical solvents
- ▶ Marketing campaign with money-back guarantee
- ▶ **Rollout:** North America



Cosmetics/Toiletries:



GLISS

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## Gliss Kur Nutri-Protect

First hair care line that nourishes *and* protects

- ▶ Nourishes and protects hair against external aggressions
- ▶ Hair protection through ultra-light caring film
- ▶ Deep nourishment with wild rose oil and proteins for up to 140% more shine
- ▶ Available as shampoo, conditioner, express repair conditioner, gel mask and heat protect serum
- ▶ **Rollout:** Europe



Cosmetics/Toiletries:  **got2b**<sup>TM</sup>

  
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## got2b smooth operator

Styling line for smooth and free falling hair

- ▶ Styling line shapes, controls and provides weightless softness
- ▶ Guarantees smooth and free falling hair with protective UV-filter
- ▶ Available as hairspray, lustre lotion, smoothing drops and shine wax
- ▶ **Rollout:** North America & Europe



# Cosmetics/Toiletries: pure & natural.



## Pure & Natural

Naturally derived personal cleansing product line

- ▶ Efficacious natural personal care products available at mainstream retailers
- ▶ Delivering on key consumer expectations: 98% natural origin, hypoallergenic, biodegradable, 100% recyclable packaging, paraben-free
- ▶ Available as body wash, liquid hand soap and soap bar in three variants: Moisturizing Almond and Cherry Blossom, Cleansing Rosemary and Mint, Renewing Grapefruit and Pomegranate
- ▶ **Rollout:** North America



# Cosmetics/Toiletries:



## Dial Yogurt Body Wash

First US nourishing body wash with yogurt protein

- ▶ Clinical proven to moisturize and soften skin
- ▶ New bottle structure communicates smoothness and femininity of product
- ▶ Available in Vanilla Honey and Aloe fragrances
- ▶ Cross-selling: adaption of successful Fa Yogurt concept for North American market
- ▶ **Rollout:** North America



# Cosmetics/Toiletries:



## Diadermine Lift+ Anti-Oxidant

Ultra-firming effect PLUS protection against free radicals

- ▶ Does not only firm the skin but also protects it against free radicals thanks to effective antioxidants and UVA/UVB filters
- ▶ Result: 82% of free radicals are neutralized and the skin is intensively firmed to effectively delay the ageing process
- ▶ **Rollout:** Europe



# Cosmetics/Toiletries: *Theramed*



## Theramed Pro-Nature

Toothpaste with 100% natural aroma oils

- ▶ Innovative formula combines well-proven protection from Theramed with natural ingredients and essence of 100% natural aroma oils
- ▶ Without artificial sweeteners
- ▶ Premium stand-up tube offers a hygienic and practical application
- ▶ **Rollout: Europe**



# Adhesives Technologies:



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## Pattex PL 600

### INSTANT TACK Construction Adhesive

- ▶ High initial tack, high final strength
- ▶ Immediate bonding to substrates without flashing, additional steps, or waiting, resulting in reduced application time
- ▶ Application to absorbent and non-absorbent surfaces, even in temperatures up to  $-10^{\circ}\text{C}$
- ▶ Easy gun-ability despite the highly viscous formulation
- ▶ **Rollout:** Global



**INSTANT TACK** >>

# Adhesives Technologies:



## Ceresit CT 84 Express

New application method for fixing styrofoam insulation boards

- ▶ Express PU-foam adhesive with good insulation properties
- ▶ Easy dosing, convenient in use, highly efficient, no mixing necessary, enables fast progress of work
- ▶ High adhesion between mineral substrates and styrofoam insulation boards
- ▶ Applicable in low temperatures and high humidity
- ▶ **Rollout:** Eastern Europe



# Adhesives Technologies: FREKOTE®



## Frecode 58-NC

Customized mold release agent delivering processing efficiencies to Toyota

- ▶ Customized mold release agent for surfaces of instrument panels
- ▶ Improved release performance allowing
  - Higher production speed and
  - 30% reduction of consumption
- ▶ Enhanced matte finish value on thermoplastic polyurethane surfaces
- ▶ **Rollout:** Global



# Adhesives Technologies: **technomelt**<sup>®</sup>



## Technomelt Supra

New packaging adhesive for higher productivity offering substantial savings

- ▶ Increased mileage: reduction of adhesive usage by up to 35% compared to conventional hotmelts
- ▶ Thermal stability and self-cleaning properties leading to less maintenance and reduced downtime
- ▶ Powerful marketing package for global product roll-out (trade shows, direct mailings)
- ▶ **Rollout: Global**



# What can we do for you?

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