



Press release

Düsseldorf, January 23, 2009

111 years of Schwarzkopf

Schwarzkopf celebrates its 111th anniversary with a gala in Munich

More than 400 international guests from media, industry and society accepted Henkel's invitation to the large anniversary gala at the Wappenhalle in Munich and celebrated the 111th birthday of Schwarzkopf until the early hours of the morning. Top models such as Eva Padberg, Franziska Knuppe and Bojana Panic were among the glamorous guests who walked the red carpet. After the welcoming address by Hans Van Bylen, Executive Vice President Cosmetics/Body Care Henkel, Tina Müller, Corporate Senior Vice President, responsible for the worldwide hair, face and oral products business at Henkel, and Norbert Koll, Corporate Senior Vice President Schwarzkopf Professional, the guests let themselves be inspired by the 111-year long history and the numerous innovations of Schwarzkopf while enjoying cocktails and finger food. A large brand history exhibition showed not only the milestones from the past, but also the current new products and innovations of 2009. Video projections on the topic by media artist Dirk Bonn were met by enthusiasm from the audience and clearly set the international standard.

In the welcoming speeches by Hans Van Bylen, Tina Müller and Norbert Koll, the guests were presented with visions of the future – visualized by Simon Ellis' mood-cut films and accompanied by the opera singer Susanne Kreuzsch. The celebrated highlight of the anniversary gala was the Trend Hair Show in which top models Eva Padberg, Emina Cunmulay, Anne V. as well as Luca Gajdus took part in. During the Hair Show, Schwarzkopf hair expert Armin Morbach and Simon Ellis, Global Director Professional Partner Services, presented the current hair trends. The "Looks for you" for the retail sector and the "Essential Looks" for the professionals. Along with the creative and innovative implementation of the Trend-Looks 2009, the spectacular staging also thrilled the audience.



A Brand like a friend

Exclusive catering by Holger Stromberg fortified the guests at the After Show party that followed. Jörg Meyer (Le Lion Hamburg) mixed the drinks at the Schwarzkopf Bar while the guests not only engaged in inspiring conversation until the early morning hours, but also celebrated and danced to the music of DJ Manuel Derra. "The Schwarzkopf image has further developed itself very positively in a dimension of beauty that is characterized by modernity and innovation", stated Tina Müller.

High-resolution photos from the event are available on www.schwarzkopf.com/press or www.henkel.com/press.

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel's hair cosmetics business which, under the Schwarzkopf brand, enjoys considerable international renown and success, offers exceptional hair competence in two segments: the consumer products business of Schwarzkopf with brands such as Taft, Schauma, Gliss and Brillance, and Schwarzkopf Professional's international hairdresser business. In fiscal 2007, Henkel generated sales of 13,074 million euros and operating profit of 1,344 million euros. Our more than 55,000 employees worldwide are dedicated to fulfilling our corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel.

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