



Düsseldorf, July 23rd 2009

Anna Netrebko for Brillance Intense Couleur

From August 2009 opera star Anna Netrebko will be the face of "Brillance Intense Couleur", the new subline of Schwarzkopf's successful coloration brand Brillance. On this occasion Schwarzkopf invited journalists to an international press conference on July 22nd 2009 in Baden-Baden, where Netrebko was performing in the rarely staged one-act play "Jolanthe" by Tchaikowski on the previous night. Her glamour and fascinating elegance was the inspiration for the mysterious nuances of great intensity. Approximately fifty journalists from Germany, France, Russia and other countries participated in the press talk with Anna Netrebko, among them chief editors and beauty editors of important lifestyle and women's magazines. Along with Anna Netrebko, hostess Tina Müller, Corporate Senior Vice President at Henkel, partook in the press talk.

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 2008, Henkel generated sales of 14 131 million euros and operating profit of 1 460 million euros. Our more than 52 000 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.

Contact

Press office at Henkel:

Henkel Cosmetic Brand PR

Annamaria Englebert

Phone: +49-211-797-1637

Fax: +49-211-798-3640

E-mail: annamaria.englebert@henkel.com

Henkel AG & Co. KGaA

