



Press Release

Düsseldorf, October 2009

111 years of Schwarzkopf: We Love Hair – the ultimate book on hair

Deeply in love with hair

On the occasion of its 111th anniversary, Schwarzkopf showcases hair in a totally new and intriguing way. In a book titled “We Love Hair,” published exclusively for the anniversary, internationally renowned star photographers like *Karl Lagerfeld* and *Russell James* present fascinating photo spreads celebrating hair as a true style icon. The book also features sophisticated original stories and anecdotes dealing with hair in an informative and entertaining way – visionary, glamorous, innovative and of a high journalistic standard throughout. The coffee-table book “We Love Hair” can be ordered online from November 2009.

“It all started with the idea to launch something special for the 111th anniversary of Schwarzkopf – a book on hair. What we didn’t want, however, was a publication of the reminiscing kind, celebrating past success page after page. We wanted to look ahead instead and deal with our favorite topic in a modern, innovative way,” says Tina Müller, Corporate Senior Vice President and in charge of Henkel’s worldwide hair business. “We Love Hair” makes more than clear that Schwarzkopf not only stands for quality but also for modernity and innovative strength, continuously breaking fresh ground for the brand – in this case way beyond cosmetics. With annual sales of 1.7 billion euros, Schwarzkopf is Henkel’s most successful brand. In colorants, styling and care, it has been the undisputed number 1 in the German hair cosmetics market for decades. In the first half of 2009, Schwarzkopf again achieved substantial gains in market shares and was the fastest growing European hair care brand.

In the exceptional book “We Love Hair,” Schwarzkopf explores the topic in an innovative and panoramic manner, flanked by visually intriguing, highly artistic photography. *Karl Lagerfeld* stages his very own rendition of “German Hair,” and *Roxanne Lowit* portrays the glamorous visions of international hair stylists behind the scenes of haute couture fashion shows. Finally, *Russell James* is inspired by the beauty of nature and transforms it into a magic and sensual homage to femininity.

In the second part of the book, international writers, designers and other celebrities have their say. *Jan Weiler* recalls childhood memories of Schauma. *Nick Hornby* talks about life with and without hair, and in *Tatyana Ustinova’s* narrative a thief is exposed by a traitorous hair. *Sir Roger Moore* gives away the Bond girls’ best kept hair secrets, and *Patrice Leconte* reveals why he finds short-haired women so attractive. Rarely have stories about hair been told with such verve, humor and intimacy while at the same time providing insights into many interesting, quaint and funny aspects of the subject.



The book closes with a section on international hairstyle trends created by hair expert *Armin Morbach* for Schwarzkopf and global ambassador *Tom Kroboth* for Schwarzkopf Professional – a visionary and inspiring experience.

“Hair made by Schwarzkopf” – presenting hair in the most beautiful and fascinating way.

The book “We Love Hair” can be ordered online from early November 2009. For further information visit **www.111.schwarzkopf.com**.

We Love Hair

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Further material will be available at <http://www.henkel.com/press> from October 16, 2009. For photo requests please contact the agency NICOLE WEBER communications at the contact details listed below.

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 an adjusted operating profit of 1460 million euros. More than 52 000 employees worldwide are dedicated to fulfilling Henkel's 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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