



**Press release**

May 2, 2006

**Cosmetics/Toiletries business further strengthened**

## **Henkel successfully concludes acquisition of deodorant brands in the USA**

Düsseldorf, Germany – The transaction signed in February enabling The Dial Corporation, a Henkel company, Scottsdale, AZ, USA to acquire several deodorant brands from The Gillette Company, a subsidiary of P&G, has now been consummated. Among these leading brands, which in 2005 generated sales of around 275 million US dollars, are Right Guard, Soft & Dri and Dry Idea.

“This acquisition will enable us to significantly expand our body care business in North America and will further strengthen our participation in the growth of this segment. The strong brands involved provide a perfect fit with our existing personal cleansing business in the US,” explained Hans Van Bylen, Executive Vice President Cosmetics/Toiletries of Henkel KGaA. “The deodorant and antiperspirant market is highly attractive and we are delighted to be able to substantially strengthen our Dial platform with these acquisitions. This transaction will take us to number three in the attractive US American deodorant market.”

The brands involved realize around 80 percent of their sales in North America, where Henkel is now number three in the body care market. Another important market is the UK. A smaller proportion is also sold in Latin America and Australia.



“Henkel – A Brand like a Friend“. Henkel is a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel, a Fortune Global 500 company, operates in three strategic business areas - Home Care, Personal Care, and Adhesives, Sealants and Surface Treatment. In fiscal 2005, Henkel generated sales of 11,974 million euros. More than 50,000 employees work for Henkel worldwide. People in approximately 125 countries around the world trust in brands and technologies from Henkel.

This document contains forward-looking statements which are based on the current estimates and assumptions made by the corporate management of Henkel KGaA. Forward-looking statements are characterized by the use of words such as expect, intend, plan, predict, assume, believe, estimate, anticipate and similar formulations. Such statements are not to be understood as in any way guaranteeing that those expectations will turn out to be accurate. Future performance and the results actually achieved by Henkel KGaA and its affiliated companies depend on a number of risks and uncertainties and may therefore differ materially from the forward-looking statements. Many of these factors are outside Henkel's control and cannot be accurately estimated in advance, such as the future economic environment and the actions of competitors and others involved in the marketplace. Henkel neither plans nor undertakes to update any forward-looking statements.

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