



Henkel Beauty Care Press Release

#createyourstyle in Berlin

February 2018

120 years of Schwarzkopf – and an unforgettable celebration in Berlin’s U3 Tunnel

In 2018, Schwarzkopf celebrates its 120th anniversary! The gala on February 8 was not only an homage to the iconic brand, but also the launch of the new #createyourstyle campaign. 350 guests partied with Schwarzkopf in Berlin’s U3 Tunnel at Potsdamer Platz. Celebrities like Toni Garrn, Emilia Schüle, Jessica Schwarz or Collien Ulmen-Fernandes, influencers and editors were amongst the guests. The event, in keeping with the campaign, was a global celebration of individuality and authenticity.

Duesseldorf/ Berlin – A breathtaking welcome was a travel in time through the history of Schwarzkopf, including a reproduction of Hans Schwarzkopf’s very first drugstore in Berlin, where everything began in 1898 – and a tunnel where different Schwarzkopf campaigns from the last decades were shown.

Schwarzkopf hair-expert Armin Morbach reinterpreted pictures of legendary photographer F.C. Gundlach in Berlin – an incredible homage to the brand’s roots. Morbac took the guests on a journey through his exhibition ‘BERLIN: FASHION & HAIR by F.C. Gundlach THEN and NOW Armin Morbach’.

Later on, host Patrice Bouédibéla guided the guests in a entertaining and humorous way through the night and introduced Executive Vice President, Jens-Martin Schwaerzler, and Head of Professional, Stefan Sudhoff. Both of them shared insights into their extensive Schwarzkopf experience to date: A unique and fascinating view behind the scenes of a global brand that leads in both retail and professional markets.

Corporate Senior Vice President International Marketing Henkel Beauty Care, Marie-Ève Schroeder, followed with a passionate speech on the brand’s skill in reaching people. As she noted, Schwarzkopf has been a pioneer in hair right from the start, and its mission has always been to empower people to express themselves and give them confidence about their individual look. This mission is also Schwarzkopf’s new brand claim for this global campaign. The Schwarzkopf #createyourstyle campaign portraits real people with real hair stories. People who are diverse, representing different age-groups, ethnicities, orientations



schauma syoss



DIADERMINE

Theramed

and backgrounds. In addition, Marie-Ève Schroeder also presented the brand's new global brand ambassador, Toni Garrn. The model perfectly represents Schwarzkopf's message of individuality and authenticity. For Toni, growing up in Germany, Schwarzkopf has always been a faithful part of everyday life. Real life and relatable beauty – Toni Garrn and Schwarzkopf are a natural fit!

One of the festivity's highlights was the spectacular live hair-show of Schwarzkopf professional and the introduction of the new #createyourstyle campaign. This came to life by influencers like Gamze Biran, Safia Ayad and Juan Pablo Jim. Fashion editors and influencers keenly live-tweeted the shows, using the Schwarzkopf emoji, specially created for the anniversary.

Guests enjoyed a glamorous after-show-party with delicious food, inspiring conversations and music by DJ Chelo.

A fitting event to celebrate pioneering in hair for 120 years!

About Schwarzkopf

120 years ago, chemist Hans Schwarzkopf laid the foundations for a truly international brand that stands for quality, reliability, expertise and innovation. Today, Schwarzkopf is a global pioneer in hair cosmetics. It is the leading hair care brand in Europe for color and styling, and the most successful hair cosmetics brand in e-commerce in China. Schwarzkopf, Henkel Beauty Care's largest brand, generates revenue of approximately € 2 billion (2016) in over 60 markets worldwide, in branded consumer goods and the professional hair salon industry. Its brands include hair colorants like Palette and Color Expert, as well as hair care and styling brands like Schauma, Gliss Kur, Taft and got2b.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2016, Henkel reported sales of 18.7 billion euros and adjusted operating profit of 3.2 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to more than 6 billion euros. Henkel employs more than 50,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.

Photos are available on the Internet under <http://www.henkel.com/press>

Press contact

Press Office at Henkel Beauty Care

Henkel Beauty Care Markenkommunikation

Nicola Surholt

Phone: +49 (0)211 – 797-1637

PR agency

Ketchum Pleon

Diana Ludwigs

Phone: +49 (0)211 9541-2369

Henkel AG & Co. KGaA