

Hairdresser Solidarity Initiative Press Release from Schwarzkopf Professional

## ***Dedicated to the Global Hairdressing Community Schwarzkopf Professional offers support with 'HelpYourSalon.com Hairdresser Solidarity Campaign'...***

The Coronavirus outbreak continues to restrict and impact lives in many ways, salons have been forced to close as they put both the wellbeing of their hairdressers and clients first; this means that for many, the income stream is currently zero. Schwarzkopf Professional stand in solidarity with the global hairdressing community, working hard to support, to sustain and to inspire. One of the ways in which they are doing this is through the HelpYourSalon.com Hairdresser Support Initiative.

### **HelpYourSalon.com Hairdresser Support Initiative**

A salon is more than its services; beyond handcrafting beautiful hair, hairdressers are also friends and therapists. Hairdressers are there to help celebrate life's big events; building confidence at good times and bad. Within local communities, hairdressers nurture long-standing relationships with their clients, they are always there for them when it matters. But this is a challenging time, the salons are now closed, and hairdressers are unable to do what they love to do best. We are facing a time where there is a real risk of losing our local salons, our local hairdresser.

The Hairdresser Solidarity Campaign partners with **HelpYourSalon.com** to provide a free platform to sell vouchers; designed to help businesses, such as salons and independent hairdressers, to survive the shut-down with the means to generate an immediate cash flow. Set-up is quick and easy:

- No Online-Shop needed
- Easy registration in less than 2 minutes
- Link or sign up to a PayPal account
- Personalized vouchers for every type of voucher or donation scheme
- Sales revenue gets directly transferred to hairdresser's Paypal account – no middleman, no time-delay
- No sign-up or registration fees.
- Tell your clients using social media, WhatsApp and more!
- It's for free! No sign-up or registration fees, no transfer fees.

Loyal clients will buy vouchers that can be used when the salon is re-opened. Salons can choose to offer discounts on any pre-purchased services to help incentivise the scheme – or alternatively salons could ask for a donation targeting client's that have previously been a 'no-show' with a 'no-show penance donation'.

**#TOGETHERWESTAND building a better future for one and all. This last week has turned our Perfect Present, our Reality, upside down. The world will likely never be quite the same for many of us.**

**We hope with all our hearts that you are not overwhelmed by the uncertainties we face ahead. We have set up a new community platform, especially for you.**

**It's a place where we share our thoughts, dreams, hopes and fears. It's a place where we will share training and education ideas, daily thoughts and professional advice, to help you come out the other side, ready to hit the ground running.**

**We can only succeed by standing together - you as a proud, creative hairdressers and we, as a team of top professionals, committed to your welfare, committed to helping you continue doing what you love creating BEAUTIFUL HAIR!**

– Simon Ellis | International Creative Director

Let's stand together. Follow us on social media and share your comments on this initiative using the hashtag **#HelpYourSalon** and **#schwarzkopfpro** – remember to tag **@schwarzkopfpro**.

#### **About Henkel**

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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 2019, Henkel reported sales of more than 20 billion euros and adjusted operating profit of more than 3.2 billion euros. Henkel employs more than 52,000 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](http://www.henkel.com).

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