

Press Release

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Spirited New Brand Better Natured™ Launches Naturally-Derived* Haircare Range That Delivers Professional Results

DARIEN, CT

The brilliant minds behind Zotos Professional excitedly introduce Good.Clean.Fun.™ to your hair care routine with **Better Natured™**, a prestige brand with naturally-derived* formulations that are stylist-developed and tested to deliver professional-level performance. Whether you're a rebel behind-the-chair or a style-at-home superstar, Better Natured™ encourages you to embrace your inner artist and play with your hair.

Tested in a Certified [Green Circle Salon](#), Better Natured™ was created with professional-level performance. Striving for only clean, naturally-derived* ingredients, the range follows ISO Global Standards and a belief that 'clean' means products that have been rigorously tested for efficacy, are compliant with European and North American regulatory standards and are free from 12 ingredient taboos: silicones, parabens, SLS/SLES sulfates (Sodium Lauryl Sulfate and Sodium Laureth Sulfate), petrolatum, mineral oil, phthalates, gluten, animal-by-products, chemical sunscreens, microbeads, BPA and formaldehyde-releasing agents.

The brand's vegan formulas contain a triple plant milk blend of Tahitian Palm, Orchid and Coconut Milk and are never tested on animals. They are packaged in post-consumer recycled PET plastic and made with a synergistic blend of naturally-derived* ingredients and clean synthetics to deliver performance.

"When our internal incubator team began creating the range, we wanted to ensure the products were as natural as possible without sacrificing performance. To do so, we started the formulation process using just a few active ingredients, and then pulled in the newest high-quality, naturally-derived* options available on the market. Better Natured™ is about good, clean, fun™ and we want consumers to embrace the freedom of knowing that our clean formulas truly perform, so they can be as creative as they want" says Better Natured™ Senior Research & Development Director, Marina Azizova.

Coinciding with the launch, Better Natured™ will be partnering with Celebrity Hairstylist Marcus Francis as the brand's lead ambassador. The partnership is off to a star-studded start, having already made its surprise red carpet debut at this year's Academy Awards.

"I love the ease and playful aesthetic of Better Natured™. I'm able to use the products on my A-list clients to create beautiful red carpet looks while being confident that anyone watching at home can grab the same products I've used and recreate the look. With Better Natured, you know you're not only creating bold, fun looks but also maintaining healthy-looking hair." says Celebrity Hairstylist, Marcus Francis.

Better Natured™ will be kicking off several charitable initiatives that will accompany the launch. First, they will be partnering with Keep America Beautiful® as a sponsor for the Great American Cleanup®, the nation's largest community improvement program, to beautify local communities through structured service projects and community murals. Second, the brand is working with international recycling leader TerraCycle™ to announce the Better Natured Recycling Program. This free recycling initiative ensures that packaging for the Better Natured line of hair care products is diverted from the landfill and nationally recyclable. In addition, in light of the current Coronavirus pandemic, Better Natured will be supporting medical workers on the frontlines through a significant product donation of shampoo, conditioner and gloves to both the Stamford Hospital Foundation and to Project Donate Beauty.

The brand launches with a range that consists of a total of 12 haircare and styling products with a color range set to launch in June, all encouraging you to play with your hair and have some good clean fun™ in the process.



Pricing:

- Shampoos & Conditioners - \$20
- Treatments - \$22
- Styling Products - \$22

Availability: www.BetterNatured.com

*Global ISO Standard 16128 defines naturally-derived as a plant or mineral derived material and water which is found in nature and has undergone limited processing. In the Better Natured Haircare & Styling line, the percent naturally-derived ranges from 86% - 99%.

** Purely Science refers to the clean synthetic ingredients necessary to ensure the efficacy and stability of the formula.

About Better Natured™

Better Natured™ gives YOU the power to experiment with professional-level hair care that delivers clean formulas and salon gorgeous results. We do it by choosing a synergistic blend of naturally-derived* ingredients plus purely-science** synthetics that work together to deliver high-performance, salon-gorgeous results because we know that there's no point in "natural" if it leaves your locks looking blah. (Hey, we're just being honest. It's kind of our thing.)

About Henkel in North America

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of around 6 billion US dollars (5 billion euros) in 2019, North America accounts for 26 percent of the company's global sales. Henkel employs approximately 9,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com, and on Twitter [@Henkel_NA](https://twitter.com/Henkel_NA).

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