



Hairdressers United Press Release from Henkel Beauty Care Professional

April 29, 2020

Hairdressers United

Henkel Beauty Care Professional's Digital Charity Festival

Broadcasting on the 5th May, Henkel Beauty Care Professional is proud to present Hairdressers United; the first 24hr global online hair festival!

In a celebration of solidarity with the hairdressing industry, the unique concept brings together some of the world's biggest hair and beauty care professionals under one digital roof. The 24hr live stream event will see 36 different hair artists, from 19 countries – that's 13 different time zones – present a variety of educational and creatively inspiring content that showcases:

- Hair colouration how-to's, including blonding, balayage and blur techniques
- Cut and styling inspiration, including barber art
- Up-do tutorials, including bridal and braiding trends

...and so much more!

Hairdressers United Digital Festival Charity in collaboration with Fritz Henkel Stiftung

At this globally challenging time, everyone – hairdresser and client alike – needs to feel a strong sense of community that may be missing for some individuals. With this in mind, Henkel took the decision to make Hairdressers United a charity event; aiming to raise funds through user engagement and donations during the live stream. Any revenue will be given back to the community, with a percentage matched by Henkel and the Fritz Henkel Stiftung*; regions will also have the opportunity to promote where the funds will go, whether that be a specific industry body that's in need, or the Red Cross or United Ways.

As a '*never been done before*' event, the first of its kind hair festival also aims to set a new **GUINNESS WORLD RECORDS™** title on 5th May 2020, for the '***longest online hair education seminar streamed over the internet***' – something that would be an amazing achievement for everyone involved (for years to come!).

*up to 100,000 € provided by Henkel & the Fritz Henkel Stiftung (Foundation)



Henkel Beauty Care Professional Brands and Hair Artists

A truly unique event, the experience unites all Henkel Beauty Care Professional brands and is set to inspire hair and beauty professionals at all levels and experience. The Henkel family of Beauty Care brands comprises:

- Schwarzkopf Professional
- AUTHENTIC BEAUTY CONCEPT
- JOICO
- INDOLA
- Kenra
- Sexy Hair
- #MyDentity
- Pravana
- Alterna

For Schwarzkopf Professional, hair artists include the likes of UK Ambassadors, *Lesley Jennison (@lesleyjennison)* and *Tyler Johnston (@tylerjohnstonhair)*. As well as USA Ambassador, *Linh Phan (@bescene)*, Brazil Ambassador *Natan Correia (@natancorreia)* and from Spain, the collaborative creative team *X-presion (@xpresioncreativos)*.

Across the Henkel brand family, they will be joined by AUTHENTIC BEAUTY CONCEPT Ambassador, *Hester Wernert Rijn (@hesterwernert)*. JOICO Ambassador, *Larisa Love (@larisadoll)*. INDOLA Ambassador, *Denis Shefel (@shefeldenis)*. Kenra Ambassador, *Lo Wheeler (@lo_wheelerdavis)*. Sexy Hair Ambassador, *Antonio Estrada (@antestradahair)*. #MyDentity Co-Creator, the one and only *Guy Tang (@guy_tang)*. Pravana Ambassador, *Taylor Rae (@taylorrae_hair)*. And finally, Alterna Ambassador, *Paul Wintner (@wehostylist)*.

The full guest list will be revealed shortly, with many more exciting names to be announced!

Hairdressers United Digital Festival, Where and How

Hairdressers United is the world's biggest online charity hair festival, aiming to provide hairdressers with another level of creative inspiration, whilst also giving back to an industry in crisis.

Powered by social media, the 24hr event will be hosted across Instagram and Facebook, with YouTube on hand to support with creative content during short breaks between live streams. Each hair artist will be live streaming for 45 minutes to demo their specialist area; content will also include information on how viewers can support with both the fundraising aspect and world record attempt, as well as a highly anticipated Q&A session.



Mark the date in your diary – 5th May – and become a part of a world first! Connect and receive relevant tips, tricks and advice, by hairdressers, for hairdressers; all accessed for free, directly in your own home!

Follow your favourite Henkel Beauty Care Professional brands on Instagram for more information! *#TogetherWeStand #StrongBonds #HairdressersUnited*

Hairdressers United will live stream around the world on 5th May 2020. Make sure to follow our brand accounts @schwarzkopfpro @joico @alterna @pravana @kenra @sexyhair @indola @authenticbeautyconcept , our country channels as well as the respective artist accounts!

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 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

About Fritz Henkel Stiftung

Voluntary social engagement, also known as corporate citizenship, has been an integral part of Henkel's company culture since it was founded by Fritz Henkel in 1876. Through the Fritz Henkel Foundation, the company makes a commitment over and above its business activities – an effort that relies greatly on the voluntary engagement of its employees. In 2019 alone, Henkel supported around 2,000 social projects worldwide.

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