



Press Release

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Henkel Beauty Care Hair Professional brands launch affiliate program for salons and stylists in need

Culver City, CA – Henkel North America’s Beauty Care Hair Professional brands have teamed up with a service provider and launched a comprehensive initiative to showcase their dedicated support to the hairstylist community with an e-commerce affiliate program: [HelpYourSalon.shop/us](https://www.helpyoursalon.shop/us). The program is a quick and easy way for salons and stylists to retail products to clients while earning a portion of sales. Henkel is not earning any profit with this initiative but is fully focusing on supporting this cause.

With many salons across the U.S. not having an online retail option available, the free [HelpYourSalon.shop/us](https://www.helpyoursalon.shop/us) solution allows for stylists and salons to generate additional income through purchases of hair care products from Henkel North America’s Beauty Care Hair Professional brands. Every purchase benefits the salon community by putting resources back into their pockets during this unprecedented time.

Participating brands from Henkel Beauty Care Professional North America include:

- Alterna
- Joico
- Kenra Professional
- PRAVANA
- Schwarzkopf Professional
- Sexy Hair
- Zotos Professional

Each brand page on the [HelpYourSalon.shop/us](https://www.helpyoursalon.shop/us) website hosts their select, most popular products for consumers to purchase. Clients have the ability to browse through and select multiple brands from the portfolio for purchase.

How does it work for salons and stylists?

- Register yourself or your salon on www.helpyoursalon.shop/us/salon-registration/
- Receive a unique code via email within one business day

- Share your unique code with clients and direct them to www.helpyoursalon.shop/us/ to shop at a discounted rate of 10% off retail price plus free shipping
- When the client enters your unique code at purchase, you earn commission
 - Earn 35% under \$30 cart value
 - Earn 50% over \$30 cart value
- For purchases made using code “HelpYourSalon”, all registered stylists and salons will receive a proportional amount

Benefits

- There is no risk to the stylist or salon
- Commission is paid out weekly
- No registration or ongoing costs
- Packing and shipping will be handled to deliver products directly to the purchaser



(Above: HelpYourSalon.com logo)

HelpYourSalon.shop/us is open now. Registration is available to salons and stylists within the U.S. only.

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).

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.

Photo material is available at www.henkel-northamerica.com/press

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