



Longest online hair education seminar streamed over the internet

Henkel Beauty Care Professional receives GUINNESS WORLD RECORDS™ title for 24hr Hairdressers United Digital Charity Festival

In collaboration with the Fritz Henkel Stiftung charity foundation, #HairdressersUnited brought together some of the world's biggest hair and beauty care professionals under one digital roof, in a celebration of solidarity with the hairdressing industry.

The 24hr social media live stream event was a first of its kind, seeing 41 top Hair Artists from 19 different countries (that's 13 different time zones) present a variety of Look & Learn seminars, in 9 different languages.

The livestream covered everything from hair colouration, including blonding, balayage and blur techniques to cut, styling and barber art, as well as creative up-do tutorials and braiding trends; totalling 41 different tutorials.

Thanks to the meticulous planning and commitment from all involved, the event was also recorded as a **GUINNESS WORLD RECORDS™ official attempt for the 'longest online hair education seminar streamed over the internet' – achieving a total of 27h and 34 minutes of continuously live-streamed content.** #HairdressersUnited was also re-streamed to 4 digital channels, including behindthechair.com; the hairdressing industry's most relevant media outlet, with over 1.6 million followers.

Henkel Beauty Care Professional Brands and Hair Artists

A truly unique event, the experience united 9 Henkel Beauty Care Professional brands (Schwarzkopf Professional, AUTHENTIC BEAUTY CONCEPT, JOICO, INDOLA, Kenra, Sexy Hair, #MyDentity, Pravana and Alterna) with 41 representing Hair Artists, and their combined audience of over 8.3 million followers.

#HairdressersUnited was planned and executed for the first time, in less than three weeks with management teams across 3 different time zones – an achievement in itself that has pulled the hairdressing world together during a globally challenging time.

Appreciation from the hairdressing community has been overwhelmingly expressed since the event, with respected industry names sharing their tributes... *"it was a privilege to have been part of this amazing event, thank you for putting this together and for such a worthy cause..."* said Schwarzkopf Professional Global Ambassador, Lesley Jennison. Ambassador Tyler Johnston also added, *"it was an absolute pleasure to be a part of this incredible project...all for charity and to support people affected by COVID-19, thank you Henkel."*



#HairdressersUnited Digital Festival in collaboration with Fritz Henkel Stiftung

#HairdressersUnited was proudly produced as a charity event, held in collaboration with the Fritz Henkel Stiftung foundation to raise funds for an industry in crisis, whilst also creating a positive community bond at this globally difficult time.

Together with the Fritz Henkel Stiftung #HairdressersUnited will contribute 100,000 euros to charity, e.g. the Red Cross and United Ways. Viewer donations that were received during the live stream are yet to be announced as the numbers are still being tallied.

#HairdressersUnited wish to express sincere gratitude for the hard work and dedication from everyone involved; it was thanks to the individual efforts that #HairdressersUnited could raise finances for those in need and achieve a new GUINNESS WORLD RECORD™ official attempt for the *'longest online hair education seminar streamed over the internet'*. This event will go down in history as an outstanding achievement for Henkel Beauty Care Professional.

#HairdressersUnited received the GUINNESS WORLD RECORD™ title for their digital charity hair festival held on May 5th, 2020 for a total of 27h and 34 minutes. The full #HairdressersUnited footage will be available via www.hairdressers-united.com soon.

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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