



## Press Release

May 21, 2020

Salon Support For COVID-19 Relief in Canada

# Henkel Beauty Professional Canada to Support Salons with Free Color

Mississauga, ON

Henkel North America's Canadian Beauty Professional business is pleased to introduce a business support program for salons providing free hair color and developer to help them get back to business. Over CAD\$ 2 million in hair color and developer will be provided to nearly 3000 salons across Canada through the Schwarzkopf Professional and Joico brands.

"With salons in Canada facing closures of nearly 60 days – if not longer in some regions; we want to do our part to help as many salons as we can. By covering an expense that gives them one less bill to pay, they can focus on getting their business back up and running," said John Fortunato, Head of Henkel Beauty Professional Canada. "Salons are at the centre of every community and the heart of everything we do. Our hairdressers have shown us incredible loyalty throughout the years, and we want them to know we've got their back."

Eligible salons will be provided details on how they can redeem their free color and developer through the brands' loyalty programs: [Schwarzkopf Professional clubSKP](#) and [Joico's Access Joico](#).

In addition to the free product support, Henkel's Canadian Beauty Professional brands have been supporting hairdressers and salons through hundreds of hours of free on-line learning, motivation and inspiration, through @schwarzkopfcan, @joicocanada Instagram handles and [Joico.ca/education-on-demand](https://www.joico.ca/education-on-demand).

Henkel is committed to its communities and in March, announced a Global [Solidarity Program](#), donating €2 million to the WHO/UN COVID-19 fund and regional organizations. In addition, Henkel will also donate 5 million units of personal and household hygiene products to aid communities in the fight against the global pandemic.

As part of the Henkel Solidarity Program, [Henkel North America has donated](#) 1.2 million units of essential household hygiene products to organizations that provide medical supplies, basic needs, and disaster relief within the US and Canada. Donations totaling over USD\$ 600,000 have been provided to regional organizations, including over USD\$ 50,000 for the United Way of Canada and USD\$ 200,000 to the Professional Beauty Association (PBA) COVID-19 relief fund to help licensed hair stylists who are experiencing financial hardship

#### **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](http://www.henkel-northamerica.com), and on Twitter [@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](http://www.henkel.com).

Photo material is available at [www.henkel-northamerica.com/press](http://www.henkel-northamerica.com/press)

Contact Seona Skwara  
Phone 475-210-0910  
Email [seona.skwara@henkel.com](mailto:seona.skwara@henkel.com)

###