



News Release

June 26, 2020

Beauty Care

Schwarzkopf launches its first-ever Collections campaign on Pinterest

[Schwarzkopf](#) – one of Henkel's strongest umbrella brands – is renowned for their expertise and innovation in hair care for over 120 years, and is now the first Australian advertiser to launch a [Collections](#) campaign on Pinterest, which goes live on 23 June 2020. Leveraging a format that elevates a range of products at once, their new campaign celebrates experimenting with hair colours from dusty lavender to shocking pink, bringing many options for people to be expressive and vibrant even as they stay at home.

[Collections](#) ads include multiple products and images in a single ad so Pinner's can discover great products and click to checkout on the retailer's site. The latest Schwarzkopf campaign offers Pinterest's personal care and beauty enthusiasts an easy glimpse at a range of hair colours for inspiration, with an easy way to shop for the products with one click. With **63 million beauty searches on Pinterest in Australia in the past 12 months**, the topic is one of the most searched categories on Pinterest.

From skin care tutorials and recommendations to hair styles and even fragrances, **87% of people who use Pinterest for beauty and personal care inspiration come to Pinterest when actively considering what beauty and personal care products to purchase but are undecided** (Source: GfK, Pinterest Path to Purchase Study), making it the perfect vehicle for brands to seamlessly engage with new and existing audiences.

“Pinterest is a perfect platform to get visual inspiration for your next hair transformation and as such, it is the ideal partner for the Schwarzkopf LIVE Colour range. A semi-permanent colour that lasts approximately 8 washes so you can change the colour as often as you like, it simply fades out. There is a variety of shades in the range, from soft pastel hues, to ultra-bright looks, and the collections format allows us to showcase the entire colourful range and reach consumers who are specifically searching for this inspiration,” says Lauren Gooch, Schwarzkopf Communications Manager, Henkel ANZ.

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.