



Press Information

GLISS KUR Brand Relaunch

OUR HAIR REPAIR EXPERT REINVENTED!

Düsseldorf, August 2020 – A new era in GLISS KUR hair care has begun: The well-known Schwarzkopf brand GLISS KUR will be presented in a major brand relaunch in August 2020. GLISS KUR is well-known for its expertise in hair repair. The new GLISS KUR formulas unite science and nature's treasures: Specially developed repair and care technology for every line and formula with a new design all reaffirm GLISS KUR's position as hair repair expert. Recyclable bottles and a new design round the relaunch off. Do what you love. GLISS repairs.

The new GLISS KUR product lines will be available in stores in August 2020.

The hair repair expert GLISS KUR offers efficient and innovative products that are tailored to the demanding needs of hair. With its major brand relaunch this month, GLISS KUR is reintroduced with a completely new look.

The GLISS KUR lines and formulas have been recreated with trend ingredients such as prebiotic active, liquid keratin, Omega-9, amino acids, liquid protein, UV filters, Omegaplex, Biotin Complex, Antioxidant Complex and Phyto-Stem-Cell Complex – each line addressing a specific need. These Ingredients have been combined with high-quality natural essences such as floral nectar, açai berry, peony flower, marula oil, pearl serum, argan oil, brazil nut, rose water, moringa seed extract and barbary fig. These new formulas bring GLISS KUR to a high level of hair care. A modern design with a new logo, new packaging and an elegant appearance complete GLISS KUR's new outfit.

Additionally, the new black caps are made of carbon-free materials thus are fully detectable and sortable in recycling plants. The new Shampoo- and Conditioner-PE bottles are now made from 30% recycled content, our Shampoo- and Express Repair Conditioner PET bottles of the portfolio are made from 97% recycled material. Furthermore, all bottle bodies are 100% recyclable and a reduction of metallic foil simplifies the overall recycling process.



Each type of hair has its own requirements and needs. The care and styling lines of the GLISS KUR contain special active complexes that are specially adapted to different needs. There are four core lines which cover - next to the other complimenting GLISS KUR ranges – the main hair needs: TOTAL REPAIR for dry, stressed hair; SUPREME LENGTH for long hair prone to damage & greasy roots; OIL NUTRITIVE for strawy and strained hair; and ULTIMATE REPAIR for extremely damaged hair.

About Schwarzkopf

More than 120 years ago, chemist Hans Schwarzkopf laid the foundations for a truly international brand that stands for quality, reliability, expertise and innovation. Today, Schwarzkopf is a global pioneer in hair cosmetics. It is the leading hair care brand in Europe for color and styling, and the most successful online hair cosmetics brand in China. Schwarzkopf is Henkel Beauty Care's largest brand for consumer goods and the professional hair salon industry. Its products include hair colorants Brillance and Diadem, and hair care and styling products Schauma, Taft, Gliss Kur and got2b.

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.com/press

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