



## Press Release

August 28, 2020

HENKEL HAIR PROFESSIONAL BRANDS LAUNCH "BCU" SALON SUPPORT PROGRAM

# "Beauty Care United: Standing Together With Stylists" – Bringing The Unity Back to Community

Culver City, CA

As North America looks in hope towards salon businesses re-opening, **Henkel North America**, via its haircare professional brands, **Alterna®**, **Joico®**, **Kenra®**, **#myidentity®**, **Pravana®**, **Schwarzkopf Professional®**, **SexyHair®**, and **Zotos Professional®** announce its "**Beauty Care United - *Standing Together with Stylists***" a campaign and program aimed at helping to bring back the 'unity' in the salon community. The program is designed to support professional salons and hairstylists navigate what will be a "new normal" through encouraging and motivational tools, and education from their favorite artists. Starting August 28, 2020 all salons and pro stylists can go to [BeautyCareUnited.com](https://www.beautycareunited.com) for **hair tutorial technique videos**, perfect for this time, and also download the "**Beauty Care United Virtual Kit.**"

"In what could be a challenging time, encouraging stylist and customer confidence can be an important part of the salon re-opening process", expressed Stefan Mund, Regional Head Henkel Beauty Care Hair Professional NA. "Leveraging the unifying power of the hairdresser community, Henkel's "Beauty Care United" program provides salons with tools to help clients and stylists alike feel comfortable in an environment aimed at making them feel and look beautiful."

The virtual kit will be filled with express service tutorials from top artists like, Larisa Love (@larisadoll), Liz Haven (@lizhaven), Lo Wheeler (@lo\_wheelerdavis), Aspen Rae Tengler (@itsaspenrae) and more. These how-to's are on some of the most requested services, from color corrections to gray coverage. Bringing stylists together to increase

confidence, share tips and ideas, and encouraging clients to come back with a sense of comfort are at the heart of this program.

Beyond the tutorials, “Beauty Care United” toolkit also includes turn-key, ready-made printable and digital creative marketing assets that salons can leverage to support their re-openings.

The Beauty Care United campaign and salon program will also be gifting **care packages** of items, to some of Henkel NA Beauty Care Professional’s most loyal salon/stylist customers, which include: a box of **gloves**, a bag of **face shields**, a box of **masks**, a box of **disposable capes** and cleaning products like **Dial® Soap, Dial® Hand Sanitizer, and Purex® Detergent with Clorox® – free of charge**.

All salons should follow CDC (for Canada, Public Health Agency of Canada) recommendations and local government orders, and adhere to local state board requirements (local provincial requirements for Canada) for salon hygiene and cleaning.

More information about the Beauty Care United, a Henkel North America Beauty Professional brands alliance salon program (**Alterna®**, **Joico®**, **Kenra®**, **#myidentity®**, **Pravana®**, **Schwarzkopf Professional®**, **SexyHair®**, and **Zotos Professional®**) can be found at [BeautyCareUnited.com](https://www.beautycareunited.com) now.

### **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](https://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](http://www.henkel.com).

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

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