



Press Release

September 2020

GLISS KUR SPLIT HAIR MIRACLE Launch

Zip up split ends with the new GLISS KUR SPLIT HAIR MIRACLE

Düsseldorf, 09/02/2020 – Experience a technological breakthrough in hair care with the new GLISS KUR SPLIT HAIR MIRACLE line. With an innovative formula featuring grape seed oil and an ionic complex, GLISS KUR SPLIT HAIR MIRACLE provides a long-lasting seal for split ends – like a zipper for your hair.

After years of research, split ends and brittle tips are now things of the past! GLISS KUR SPLIT HAIR MIRACLE is here to save the day. With new formulas featuring ionic-complex and grape seed oil, split ends are sealed long-lastingly. Standard products only provide a temporary solution for split ends. GLISS KUR SPLIT HAIR MIRACLE is different because it works like a zipper to seal spit ends and evens out structural differences from roots to ends.

The GLISS KUR SPLIT HAIR MIRACLE SHAMPOO gently cleanses hair and seals split ends. Grape seed oil is known for its benefits for healthiness and shine. The ionic-complex seals the split ends. The GLISS KUR SPLIT HAIR MIRACLE CONDITIONER gives hair luxurious suppleness.

The GLISS KUR SPLIT HAIR MIRACLE EXPRESS REPAIR CONDITIONER is quick and easy to apply, and the GLISS KUR SPLIT HAIR MIRACLE SEALING SERUM provides intensive care and healthy shine. The GLISS KUR SPLIT HAIR MIRACLE 2-IN-1 TREATMENT works either as a pre-wash for lighter results or a post-wash for a boost of intensive care.



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 <http://www.henkel.com/press>

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