



Press Release

September 2020

SYOSS Hair Care Relaunch

PROFESSIONAL PERFORMANCE WITH SYOSS RELAUNCHED

Düsseldorf, September 2020 – Shiny, wonderfully scented hair with strength and volume: everyone appreciates that fresh-from-the-salon look and would love to wear it every day. SYOSS makes it possible and even goes one step further: In September 2020, the brand known for its salon expertise will present a comprehensive relaunch of its hair care lines. New, pleasant fragrances, inspired by the brand's Japanese origins, new formulas with Amino Complex, and new, recyclable black shampoo bottles highlight SYOSS' professional performance from every angle.

The new SYOSS hair care products will make their appearance in stores in September 2020.

New, yet so experienced. The new textures and formulas, J-beauty, high-quality ingredients, advanced substances and timeless design make up the relaunch of the SYOSS hair care lines. The SYOSS brand was co-developed by professional hairdressers, stylists and colorists in 1977 in Osaka, Japan. In September 2020, SYOSS goes back to its roots and combines tradition with science. Fragrances inspired by Japanese beauty combine with a new Amino Complex to create a great hair care experience. The shampoo bottles are made of 98% recycled material* and the black, recyclable colorant of the shampoo bottles proof SYOSS' professional performance from every angle.

*excluding cap

FORMULA

The new formula with selected amino acids, the building blocks of keratin, ensures even more effective hair care. Keratin is a protein that serves as the main structural material in hair fiber. Inside each strand, it strengthens the hair, while on the surface it



protects the hair and makes it stronger. The Amino Complex is combined with seven all-natural Asian ingredients and enhances the professional-level care of the products.

PACKAGING

The new bottles feature two radical changes: black, recyclable shampoo bottles made of 98% recycled material*. The material of the black bottles uses an innovative, carbon-free black color, making the packaging not only recognizable on the shelf, but also easily sortable during recycling processes and fully recyclable. SYOSS has also reformatted the bottles: the original 500 mL form has been compressed to a more convenient 440 mL size. Overall, the design is timeless and minimalistic.

*excluding cap

FRAGRANCES

SYOSS has combined specific ingredients with pleasant fragrances to complete the specialized hair care products. Carefully selected fragrances from Japan achieved with wakame seaweed, “tsubaki” (camellia) flowers, purple rice, blue lotus, prebiotic nutrient, water lily and ginseng reflect the brand’s origins.

CARE

The three main lines – REPAIR, VOLUME and COLOR – address consumers’ main needs. Now the KERATIN, BALANCING, RENEW 7 and FULL HAIR lines complement the existing SYOSS range. These hair treatments offer professional-level performance and ensure specialized care for every hair type.

LATEST NEWS

The new AIRY FOAM VOLUME 2-IN-1 treatment provides lightweight volume and can be used as a pre-shampoo, volume treatment or foam rinse. The COLOR SHINE SPRAY traps color pigments and together with the SYOSS COLOR SHAMPOO, prevents color from fading for up to 12 weeks.

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.

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