



Press Release

October 30, 2020

New online hair color consultancy tool will be offered through 2020 at Amazon and Walmart

Henkel launches innovative AI hair color tool in U.S.

Stamford, CT – Henkel, a leader in beauty and hair care solutions, announces the U.S. launch of Choicify® – an online hair color consultancy tool. Beginning this month, the new platform will be available within the online user experience at Amazon and Walmart for all Henkel retail color brands, Schwarzkopf® brands Simply Color, Color Ultime, Keratin Color and göt2b®.

Through artificial intelligence (AI) and augmented reality, Choicify offers personalized hair color consultations to consumers. The tool allows consumers to quickly and easily see themselves with different color shades before they choose to purchase. For example, once in the platform, users can use their smart phone or computer camera for a live color preview, or they can view various hair color selections via a personal photo upload or model's photo. The platform also guides each consumer through a series of short questions to help them choose a hair color product that's ideal for their needs.

"We're pleased to launch this innovative, consumer-focused online solution, particularly during a time when many consumers are choosing to shop and color their hair from home," said David DiBernardino, Senior Vice President of Sales at Henkel Beauty North America. "This new tool is a win-win. It provides an opportunity to enhance the online experience for consumers, while accelerating our digital acceleration efforts."

The tool is currently accessible to online shoppers via Amazon Advertising and Walmart Media Group's (WMG) online and mobile sites. Consumers will be directed to the Choicify landing page (i.e. <https://choicify.us/amazon> or <https://choicify.us/walmart>) through targeted display advertising.

By using a scientific data-driven approach, a proprietary AI algorithm and augmented reality, Choicify helps shoppers find the right shade of hair color. The tool compiles information from a database of Henkel U.S. retail hair color products, colored on real hair strands and measured with a state-of-the-art color detection device.

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, 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.

Photo material is available at www.henkel-northamerica.com/press

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