



Press Release

November 3, 2020

Choicify Hair Color Consultation with Live Mirror on Amazon

Henkel Beauty Care intensifies collaboration with Amazon: AI-powered Choicify simplifies shopping for hair colorations

Düsseldorf – Henkel Beauty Care is taking its next leap in the digital sphere: the mobile application color consultation tool, Choicify, is now available at Amazon. Following the successful launch of Choicify in 2018 all Amazon customers will now also be able to take full advantage of this innovative service. A “live mirror” uses augmented reality technology to project the desired hair color onto the customer’s real-time image. Henkel Beauty Care is collaborating with Amazon to offer Choicify Color, an advanced tool that enhances the online shopping experience and accelerates Henkel Beauty Care’s data-driven innovation and marketing approach.

The range of hair color options can quickly present customers with a major challenge, particularly when they are shopping online. It is not always clear what the differences in color variations are or which hair color suits the shopper best. Jens-Martin Schwärzler, Executive Vice President at Henkel Beauty Care, says: “Our goal with Choicify is to provide a simple and easy-to-use online application that helps customers find the right shade.”

To support customers in their hair color product selection, Henkel Beauty Care developed Choicify in 2018. In October 2020 Amazon embedded Choicify into the purchasing process for hair color products.

“We are excited to team up with Henkel to make shopping for hair colorations online even easier by offering customers the ability to virtually try-on before they buy”, said Elisabeth Lechner-Warias, Senior Product Manager at Amazon Beauty. “With this new AI-powered virtual experience, Amazon customers can now ask for instant product recommendations for their individual hair coloration product needs, virtually try-on suggested products, and ultimately



purchase with greater confidence – wherever they are, whenever they want, with products delivered right to their doorstep. This launch is another important milestone in our vision to be the best possible place for customers to discover and buy beauty products online.”

Rik Strubel, Chief Marketing Officer at Henkel Beauty Care, says: “With Choicify, we have redefined the way customers choose their products. It simplifies the purchasing process on Amazon and strengthens our own data-driven marketing approach.”

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

| | | |
|---------|--|--|
| Contact | Nicola Surholt | Ketchum GmbH |
| Phone | +49 211 797 1637 | +49 211 9541 2201 |
| Email | nicola.surholt@henkel.com | henkelbeautycare@ketchum.de |

Henkel AG & Co. KGaA