

## Press Release

February 2021

Launch SYOSS COMPRESSED MICRO SPRAY

### **SYOSS COMPRESSED MICRO SPRAYS: Micro-fine spray. Natural-looking hold.**

Düsseldorf, February 2021 – The next generation of SYOSS hairsprays are here: get a natural-looking hold and a pleasant hair feel, with the new SYOSS COMPRESSED MICRO SPRAYS. Thanks to an innovative, micro-fine spray formula in concentrate form, SYOSS COMPRESSED MICRO SPRAYS not only offer the right level of hold for three different styles but with a bottle half the size, they are also sustainable and just as efficient as the larger formats. SYOSS. For SALON BEAUTIFUL HAIR.

SYOSS COMPRESSED MICRO SPRAYS will be available in stores from February 2021.

More than 60% of all young women between 18 and 24 have long hair\*. Above all, these consumers want a natural look without the uncool helmet effect that can result from the stiffness of styling products\*\*.

Discover hair styling without the helmet effect with **SYOSS COMPRESSED MICRO SPRAYS!** The new **SYOSS COMPRESSED MICRO SPRAYS** for **voluminous, smooth** or **strong** styles dries instantly and provides an invisible and **natural-looking** as well as touchable hold. The newly developed 200ml format offers a comparable number of applications to the 400ml format, which is twice as large.

**SYOSS COMPRESSED MICRO SPRAYS** with micro-fine diffusion technology, spray only half the amount of a conventional sprays, but are twice as concentrated. The **micro-fine spray** mist distributes the product evenly throughout the hair and dries instantly. So, you get an invisible, natural-looking and flexible hold without stickiness – all day long!

**SYOSS COMPRESSED MICRO SPRAYS** are half the size of conventional SYOSS hairsprays – but give you the same amount of sprays due to compressed technology – thus reducing the environmental footprint by using less aluminum and propellant gas. Because of its smaller size and lighter weight, **SYOSS COMPRESSED MICRO SPRAYS** also reduce CO2 emissions during transport to retail stores. SYOSS. For SALON BEAUTIFUL HAIR.

\*Teenager Hair Care Consumer Insights 07'2016, DE/FR/RU

\*\*Kantar TNS Styling Barriers Study 2017

### SYOSS COMPRESSED MICRO SPRAYS at a Glance:



**SYOSS COMPRESSED MICRO SPRAY,**  
Micro-fine spray mist, natural-looking hold, 200 ml, 3,99 EUR (UVP)  
For voluminous styles.



**SYOSS COMPRESSED MICRO SPRAY,**  
Micro-fine spray mist, natural-looking hold, 200 ml, 3,99 EUR (UVP)  
For sleek styles.



**SYOSS COMPRESSED MICRO SPRAY,**  
Micro-fine spray mist, natural-looking hold, 200 ml, 3,99 EUR (UVP)  
For strong styles.

## **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).

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

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