

Press Release

February 2021

Launch GLISS KUR COLOUR PERFECTOR

Double Perks for Repair and Colour Protection: GLISS KUR COLOUR PERFECTOR

Dusseldorf, February 2021 – Get hair repair and colour protection in one – with the new GLISS KUR COLOUR PERFECTOR line! Thanks to its' hyaluron blend and cranberry extract, your inner hair structure will be repaired while protecting your hair colour. Enjoy visibly repaired hair, long-lasting colour protection and radiant shine. Do what you love. GLISS repairs.

The GLISS KUR COLOUR PERFECTOR line is available in stores from February 2021.

Frequent colouring and washing strains hair and makes the colour fade faster. Whether coloured, highlighted or bleached, hair needs intensive repair and special protection to maintain lasting colour and brilliance. The GLISS KUR COLOUR PERFECTOR line contains a combination of high-quality active ingredients and essences from nature. This is the basis of all GLISS KUR formulas, which tailors to the special needs of hair, provides repair and visibly improves hair quality.

The GLISS KUR COLOUR PERFECTOR REPAIR & COLOUR SHINE SHAMPOO cleans hair and offers deep repair and colour protection for up to 40 washes. The GLISS KUR COLOUR PERFECTOR REPAIR & COLOUR SHINE CONDITIONER provides intense conditioning and colour protection*. The GLISS KUR COLOUR PERFECTOR EXPRESS-REPAIR-TREATMENT provides immediate, perfect compatibility and protection for colour-treated hair. The GLISS KUR COLOUR PERFECTOR 2-IN-1 TREATMENT provides deep hair repair & color protection. Use as pre-wash for lighter results or as post-wash for intense results.

Finally, the GLISS KUR COLOUR PERFECTOR REPAIR LEAVE-IN-BALM provides particularly intense care, colour protection* and shine – for silky soft, radiantly shiny, colour-treated hair.

*in combination with the COLOUR PERFECTOR SHAMPOO.

GLISS KUR COLOUR PERFECTOR at a glance

GLISS KUR COLOUR PERFECTOR REPAIR & COLOUR SHINE SHAMPOO, 250ml, 2,49 EUR (UVP) Deep repair and colour protection for up to 40 washes. With hyaluron blend and cranberry extract. For coloured, highlighted or bleached hair.



GLISS KUR COLOUR PERFECTOR REPAIR & COLOUR SHINE CONDITIONER, 200ml, 2,49 EUR (UVP) Intense conditioning and colour protection for up to 40 washes*. With hyaluron blend and cranberry extract. For coloured, highlighted or bleached hair. *in combination with the COLOUR PERFECTOR SHAMPOO.



GLISS KUR COLOUR PERFECTOR EXPRESS-REPAIR-TREATMENT, 200ml, 2,79 EUR (UVP) Perfect compatibility and colour protection for up to 40 washes*. With hyaluron blend and cranberry extract. For coloured, highlighted or bleached hair. *in combination with the COLOUR PERFECTOR SHAMPOO and the REPAIR & COLOUR SHINE CONDITIONER.



GLISS KUR COLOUR PERFECTOR 2-IN-1 TREATMENT, 300ml, 3,99 EUR (UVP) Deep hair repair & color protection. Use as pre-wash for lighter results or as post-wash for intense results.



GLISS KUR COLOUR PERFECTOR REPAIR LEAVE-IN-BALM, 150ml, 2,99 EUR (UVP) Intensive repair and colour gloss. With hyaluron blend and cranberry extract. For coloured, highlighted or bleached hair.



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

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