



Press Release

July 21, 2021

SALONORY is an online shopping experience for the professional hair salon community

Henkel Launches eCommerce Store for U.S. Salon Professionals

Culver City, CA

Henkel, the company behind beauty care hair professional brands such as Alterna® Haircare, Kenra Professional®, PRAVANA®, Schwarzkopf Professional® and Sexy Hair®, has announced the launch of [SALONORY.COM](https://www.salonory.com). The first U.S. eCommerce store from Henkel for salon professionals, SALONORY™ was created to adapt to the fast-paced changes in the global marketplace and increasing shifts by consumers and professionals to online shopping channels.

SALONORY is a B2B direct mobile-optimized shopping experience, exclusively for the professional hair salon community, which allows salon professionals to shop from over 10 Henkel Beauty Care Hair Professional brands and 1500 products. From leading vibrant hair color and lighteners, to luxurious after-care, stylists can now shop their favorite Henkel brands and products in one convenient destination.

“We’ve seen explosive growth in e-commerce amongst hair salon professionals over the past few years. The SALONORY platform allows us to provide customers with an easy and convenient way to get products delivered directly to them,” said Tanuja Singeetham, Head of Regional Digital Marketing and the U.S. eShop, Henkel North America. “We know customers expect more personalized and relevant experiences

from brands today. SALONORY gives us the opportunity to meet their changing needs and expectations.”

The shop offers a variety of promotions and customers can earn valuable reward points with every purchase by joining the [SALONORY PRO Rewards Program](#). Points earned can be redeemed for products, money-saving vouchers, and salon accessories and with monthly featured double-point products, customers can earn even faster.

“At Henkel, digitalization is a key priority for the organization. The launch of SALONORY further shows our commitment to innovation and the use of digital tools to build powerful customer-focused solutions. SALONORY is a terrific example of the type of new business models and go-to-market approaches that will increase customer proximity and direct interaction with our valuable customer base in this fast-changing marketplace,” said Stefan Mund, Regional Head Henkel Beauty Care Hair Professional North America.

To start shopping, customers can easily create an account at [SALONORY.COM](#). Once verified as a licensed salon professional, exclusive access is granted for professional-only pricing and promotions. “We are excited to launch this new platform, which allows us to interact directly with customers, listen to their needs and provide great customer service,” said Singeetham.

SALONORY is committed to customer satisfaction and building a valuable experience for the professional stylist community. To stay connected, sign up for the email newsletter at [SALONORY.COM](#) and follow SALONORY on Instagram @salonory.

About SALONORY

SALONORY™ is an all-new online shopping destination exclusively for licensed salon professionals. Its robust and growing portfolio of Henkel Beauty Care Professional brands includes Schwarzkopf®, Alterna®, SexyHair®, Kenra Professional®, Authentic Beauty Concept®, PRAVANA®, SPARKS®, Wellphoria®, and STMNT® Grooming Goods. To meet the changing needs of customers, Salonory provides an exceptional online shopping experience to save valuable time, enjoy the convenience of

direct delivery, and earn reward points with every purchase. For more information, please visit www.salonory.com.

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, 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 2020, North America accounts for 27 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).

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

Henkel Contact: Seona Skwara

Phone: 203-832-7026

Email: seona.skwara@henkel.com

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