



Press Release

September 20, 2021

Henkel names senior leader of North American Beauty Care Business

Henkel Appoints David DiBernardino Regional Head, Consumer Beauty Care North America

Stamford, CT – Henkel, a leading manufacturer of well-known brands including Dial® soaps, and Schwarzkopf® hair care, has named David DiBernardino Regional Head, Consumer Beauty Care North America. In this role, DiBernardino will lead the Henkel Consumer Beauty business in the U.S. and Canada, with goals that include continuing the business' focus on building strong partnerships with retailers, meeting evolving consumer needs, advancing digitalization, and growing its eCommerce platforms to offer Henkel's portfolio of personal care products to more consumers.

DiBernardino previously held leadership positions at Henkel North American including General Manager, Consumer Beauty Care USA, and Senior Vice President, Sales, Beauty Care. Prior to joining Henkel in 2018, his prior experience spans over 19 years and includes senior sales leadership roles in the U.S. with global healthcare companies GSK and Novartis. David holds a bachelor's degree in Food Marketing from St. Joseph's University.

"I am inspired and energized by the opportunity to proudly lead the Henkel Consumer Beauty business in North America, alongside an extremely talented team," said DiBernardino. "I look forward to continue building our beauty brand portfolio, through a strong innovation pipeline and key focus on our customer and consumers."

DiBernardino will report to Wolfgang Koenig, Executive Vice President, Henkel Beauty Care, and join the global Beauty Care Executive Committee. David will remain based at Henkel's North America Consumer Goods headquarters in Stamford, CT.

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).

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 2020, Henkel reported sales of more than 19 billion euros and adjusted operating profit of about 2.6 billion euros. Henkel employs about 53,000 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

Contact Seona Skwara
Phone 203-832-7026
Email seona.skwara@henkel.com

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