

Henkel Beauty Care Press Release

Hamburg, February 2014

Line Extension OSiS+ Session Label

Dust has never been so stylish: OSiS+ Session Label Dust it flex by Schwarzkopf Professional

Dust has never been so stylish! With OSiS+ Session Label, Schwarzkopf Professional has launched an innovative range of styling products with ultra-precise styling performance and premium catwalk styling quality into its partner salons. From February 2014 the successful range in the modern black design will be extended by the addition of a new, innovative product: OSiS+ Session Label Dust it flex, the first mattifying fragranced powder infused with LAVA ROCK. Applied to the roots or the lengths of the hair, the grey powder with a light mattifying effect and appealing fragrance gives instant flexible volume – making it possible to create the latest invisible catwalk styles without compromising on strong volume! It washes out easily without leaving any trace of residue in the hair. OSiS+ Session Label Dust it flex is available from February 2014 in Schwarzkopf Professional partner salons.

Trend-oriented looks based on high performance!

Hair styles with a strong but flexible volume are amongst the hottest trends on the world's catwalks right now. To create natural yet amplified looks, it requires styling products with innovative consistencies and great benefits. Dust it flex, the new styling powder by the OSiS+ Session Label line, gives the hair structure and natural volume. The fragranced grey powder is perfect for light or dark hair and gives instant flexible volume in the lengths and at the roots. With lava rock and silica, the formula also gives hair a matt finish. Glycerine keeps the dry consistency of the powder smooth, lets the style be remodelled at any time and ensures that the powder washes out easily.

Step by step to a flexible, volumized look!

The powder is simply applied to dry hair, either on the roots or the lengths, and is worked in with the fingers. "Dust it flex by OSiS+ Session Label offers hairdressers an essential product to allow them to easily recreate sought-after styling trends in the salon. This product innovation by Schwarzkopf Professional stands for exciting consistencies, flexible volume looks and great styling benefits", says Schwarzkopf Professional Ambassador Mustafa Yanaz.

OSiS+ Session Label Dust it flex, 10 g

The new OSiS+ Session Label Dust it flex is available from February 2014 exclusively in Schwarzkopf Professional Partner Salons.

For further information please visit www.schwarzkopf-professional.com or www.press.henkel.com

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16,510 million euros and adjusted operating profit of 2,335 million euros in fiscal 2012. Henkel's preferred shares are listed in the German stock index DAX.

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