



Press Release

May 18, 2022

Evolution of hair salon refill station

Authentic Beauty Concept launches a new generation of their Refill Bar

After a successful pilot phase, Authentic Beauty Concept is launching a new generation of its “Refill Bar” – a refill system that helps to create a more circular economy and offers many benefits for the environment, customers and salons.

Sustainability is an integral part of [Authentic Beauty Concept](#). The Henkel brand is committed to fostering a sustainable path and further developing its initiatives in this area by responding to the wishes and needs of customers and consumers and by constantly evolving. Proud of the steps taken since launch – across their ingredients and packaging as well as through the social projects and sustainable salon practices they've initiated – Authentic Beauty Concept continues to bring a consciously sustainable lifestyle into focus.

From recycling to refilling

Recycling comes at the very end – at the 'get rid' stage of a products lifecycle. But it's all about 'closing the loop' to significantly reduce both packaging and product waste. Authentic Beauty Concept believes that refilling can and should be part of our everyday. Consumers are already adopting various habits, including using reusable water bottles and coffee cups, alongside the rapid popularity of zero-plastic stores and supermarkets. The ever-growing awareness of the issues that single-use plastic poses has never been higher, and that momentum is needed for real behavior change to take place.

The second generation of the Refill Bar

Based on extensive feedback from hairdressers, Authentic Beauty Concept is now launching the second generation of its refill station. The new “Refill Bar” is significantly smaller, more compact and easier to use than its predecessor. With the further development of the refill



station, Authentic Beauty Concept aims for even more hair salons to use the Refill Bar – regardless of their size – in an easy and convenient way.

How does the Refill Bar work?

The idea is simple – bring your bottle back and do your bit for the environment. After an expert consultation, salon clients will receive their prescribed Authentic Beauty Concept product(s) in a 250ml retail bottle made from 90% Post-Consumer Recycled (PCR) plastic. The bottles also come with Forest Film labels (the first wood-based film label material in the market, certified by ISCC*). Once they've used it all up, the bottle doesn't go into the bin, or even the recycling – instead, it's brought back to the salon to be refilled and the cycle starts again.

This unique service and retail approach is a clear way to upgrade a salon when it comes to sustainability, setting it apart as the destination for eco-friendly, premium refill, whilst growing client loyalty and meeting the needs of consumers making more conscious lifestyle choices.

“The Refill Station is the easiest way to reduce plastic waste, while keeping a professional, quality product,” says Matt Dubet, Founder & Creative Director Lisbaeta Salon, Lisbon.

What are the facts?

The Authentic Beauty Concept Refill Bar doesn't only look beautiful with its simple and minimalistic design, but it also uses recyclable 5L bottles made from 50% PCR plastic with reusable pumps and recyclable Forest Film labels. Each 250ml retail bottle can also be reused at least five times, generating a saving of 83% less plastic**.

“Now more than ever we must make people aware of the importance of caring for the environment. We must change the way salons work, and the way clients consume single-use products. Many of our clients opt for the Refill Bar because it's new and interesting, they are curious and ask a lot of questions about it! As a salon, it helps us to offer something different and special. It adds value,” says Elías Pedrosa, Authentic Beauty Concept Advocate, Spain.

*International Sustainability and Carbon Certification (a certification standard for all kinds of bio-based feedstocks and renewables)

** (vs buying 6 standard Authentic Beauty Concept 250ml bottles).

Further information is available at www.authenticbeautyconcept.com and www.henkel.com/press

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 2021, Henkel reported sales of more than 20 billion euros and an adjusted operating profit of about 2.7 billion euros. The company employs more than 52,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose, 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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