

COLOUR ALCHEMY press release from Schwarzkopf Professional
Release Date: May 2022

In Collaboration with T H E U N S E E N, Schwarzkopf Professional Presents the World's First Prismatic, Holographic Hair Colour Reactive to Temperature: COLOUR ALCHEMY.

T H E U N S E E N Beauty combined their innovative ideas and ingredients with the expertise of Schwarzkopf Professional to create a truly innovative product. The result is COLOUR ALCHEMY, inspired by colours found in nature but designed with science, an innovative formula delivered in the form of five prismatic, colour-changing hair dyes.

" To me true Alchemy melts together collaboration and curiosity to discover something truly new. Together with SKP we formulated Colour Alchemy with a view to put something truly innovative into the hands of our community. The exciting part comes now when you create."

- Lauren Bowker, Founder of THEUNSEEN

The COLOUR ALCHEMY collection is inspired by the bright iridescent colours found in nature developed with a view to transform colour services. The specialist crystal formula replicates the visual effect of 'structural colour' a natural colour phenomenon found only in nature such as a peacock feather or the shell of a Scarab beetle. Unlike static pigmented colour, each shade scatters the light in a range of kaleidoscopic hues, which transform and shift in response to temperature.

Always striving to be at the very forefront of innovation and trend-led product development, Schwarzkopf Professional collaborated with T H E U N S E E N to transform the hair category. COLOUR ALCHEMY reveals prismatic colours that have never been seen on hair before and that don't require pre-lightening or bleaching treatment, even on the darkest hair base the temporary colour takes effects instantly. Hairdressers and Customers alike can now create unique colour in tonal spectrums with no damage to the hair or scalp.

COLOUR ALCHEMY: THE FORMULAS

Housed in dark and minimalistic packaging, COLOUR ALCHEMY has an alchemical feel. Using black on black materials with a crafted visual appearance that offers tactile sensations - this air of mystery is both enticing and exciting.

Together. A passion for hair.

The colour collection is inspired by the transformational phases of Alchemy developed to transform colour services into artisanal magic across five prismatic, colour-changing shades:

- **01 SCARAB**
Visible applied colour: none
Prismatic colour change: solar orange, jasmine green, lapis blue
Suitable for bases: 1-3
- **02 PEACOCK**
Visible applied colour: petrol blue
Prismatic colour change: peacock green, cyanine blue, ultraviolet
Suitable for bases: 1-4
- **03 BOREALIS**
Visible applied colour: iris purple
Prismatic colour change: clover green, flame orange, imperial violet
Suitable for bases: 3-6
- **04 ANDRITE**
Visible applied colour: azalea pink
Prismatic colour change: emerald green, cobalt blue, ruby purple
Suitable for bases: 4-6
- **05 PHOENIX**
Visible applied colour: amber red
Prismatic colour change: burnt orange, pollen yellow, ultraviolet
Suitable for bases: 4-6

COLOUR CHANGING TRIGGERS

- Sunlight
- Moving from shade to sunlight and vice versa
- Using a heat source e.g., heat lamps, hairdryer
- Body temperature - Natural warmth of the head or shoulders or hands
- Cooling Wind or a warming breath

COLOUR ALCHEMY: THE DIGITAL

Witness true COLOUR ALCHEMY magic online via Schwarzkopf Professional's website: [schwarzkopfpro.com/colouralchemy](https://www.schwarzkopfpro.com/colouralchemy) and across digital channels.

Follow @schwarzkopfpro and @theunseenbeauty Instagram with the #doyousee / #schwarzkopfpro hashtags on social media for inspiring product imagery, AR

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filters, step-by-steps and exclusive live interviews with Lauren Bowker, Founder of THEUNSEEN and Lesley Jennison, Schwarzkopf Professional's Global Ambassador.

COLOUR ALCHEMY will be available from May 2022.

About THEUNSEEN Beauty:

Born in October 2021, with the aim of revealing to the world what it cannot see for itself, THEUNSEEN Beauty is a brand that is changing the conversation by setting the myth, methods and materials of beauty on fire. The brand is made up of beauty pioneers powered by material science and at the helm internationally celebrated founder Lauren Bowker – who promises to spark a beauty revolution.

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.

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

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