**Henkel and Al Dawaa Pharmacies Mark Growing Partnership with Coloration Event in Saudi Arabia**

**Dammam, Saudi Arabia, January 2024**: Henkel’s brand, Palette and Al Dawaa Pharmacies commemorated their growing collaboration with an exclusive coloration event at one of Al Dawaa's flagship stores in Khobar, Kingdom of Saudi Arabia. The event marked the successful partnership, centered around Henkel’s renowned Schwarzkopf brand, Palette, an esteemed hair color expert trusted by millions of women worldwide.

In Saudi Arabia, Henkel and Al Dawaa Pharmacies’ collaboration has significantly expanded the accessibility of Palette’s Intensive Color Care (ICC) and Natural Care (PNC) product lines, doubling the number of stores offering these popular products.

Irina Eliseeva, GM GCC Henkel Consumer Brands commented: “The synergistic partnership between Al Dawaa Pharmacies and Henkel's Palette brand stands as a testament to the strength of collaboration and our aligned objectives. Building on the global success of Palette over the years, we are enthusiastic about further strengthening our alliance and expanding the availability of Palette products to empower consumers in Saudi Arabia and transform their beauty experience, by providing Henkel global experience and innovations to them"

The event attracted a diverse audience including consumers and Al Dawaa Category Team led by Dr Laila Almatar along with Ms. Asma Al Hussain. The activity was spearheaded by Saad Kadri and Essam Saad, members of Henkel core team responsible for expansion of Palette in the emerging beauty segment within the Kingdom. Featuring creative and interactive sessions for audiences, as well as live product demonstrations, the event strengthened the bond between Palette and Al Dawaa, positioning Palette as one of Al Dawaa's key suppliers.

Zainab Bazroon, Category Division Manager of Al Dawaa, expressed her appreciation for the engaging and informative activities that took place during the event. This recognition underscores the meaningful impact of the partners within the retail industry, offering valuable experiences for a diverse audience.

The coloration event laid a solid foundation for the growing partnership, with both Palette and Al Dawaa affirming their commitment to a vision of mutual success in Saudi Arabia. Expanding the Palette matrix will enable greater accessibility to the popular hair color products. Palette, with over 45 years of color expertise across 45 countries worldwide, remains dedicated to the delivery of quality products and lasting connections with consumers.

**ENDS**

**About Henkel**

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The Adhesive Technologies business unit is the global leader in the market for adhesives, sealants, and functional coatings. With Consumer Brands, the company holds leading positions especially in hair care and laundry & home care in many markets and categories around the world. The company's three strongest brands are Loctite, Persil, and Schwarzkopf. In fiscal 2022, Henkel reported sales of more than 22 billion euros and adjusted operating profit of around 2.3 billion euros. Henkel’s preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 50,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations.” More information at [www.henkel.com](http://www.henkel.com)

Henkel in the GCC was established in 1998 and has since grown rapidly with over 1,000 employees representing more than 50 different nationalities and building a strong, talented local and multinational work force. In Dubai (UAE) Henkel operates its corporate headquarters as well as two innovation centers for the region and one factory for Adhesive Technologies in Umm Al Quwain. For KSA the company operates one factory for Laundry & Home Care in Riyadh, and two factories for Adhesive Technologies in Dammam.

Website: [www.henkel-gcc.com](http://www.henkel-gcc.com)

Twitter: @HenkelGCC

**About Al Dawaa Pharmacies**

The journey of Al-Dawaa pharmacies began in 1993 in the city of Al-Khobar, Saudi Arabia, and from there it became the first leading company in the field of healthcare in the Kingdom of Saudi Arabia. The eastern province is still home to Al-Dawaa Medical Services (DMSCO) and Al-Dawaa pharmacies.

The company established a number of specialized departments providing planning, marketing, information technology and many more functions, to ensure that operations and professional operations are always carried out in line with the business goals and objectives. All of these functions work in synergy, geared towards meeting the needs of the Saudi market and positively informing clients of our purpose and our role in society.

Today, after more than a quarter of a century filled with success, Al Dawaa stands as a giant company backed by an extensive network of more than 900 high quality pharmacies, spread across the Kingdom, with the aim of providing care for life.

Al-Dawaa pharmacies are spread all over the Kingdom of Saudi Arabia, and are still on the level of continuous expansion.

**For more information, please do not hesitate to contact:**

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