



## SCHWARZKOPF® KERATIN ROOT PERMANENT COLOR AND KERATIN ROOT TEMPORARY COLOR & THICKENING SPRAY RECOGNIZED AS 2025 PRODUCT OF THE YEAR USA AWARD WINNERS

40,000 American Shoppers Voted Schwarzkopf® Keratin Root Permanent Color and Keratin Root Temporary Color & Thickening Spray as Most Innovative Product in the Beauty category of 2025.



Stamford, CT (February 10, 2025) – [Schwarzkopf® Keratin Root Permanent Color and Keratin Root Temporary Color & Thickening Spray](#) have been recognized as winners of the [2025 Product of the Year USA Awards](#). Determined through a national study of 40,000 American shoppers in partnership with [Kantar](#), a global leader in consumer research, Product of the Year is the largest consumer-voted awards program centered around product innovation, and Schwarzkopf® Keratin Root Permanent Color and Keratin Root Temporary Color & Thickening Spray are awarded the highly acclaimed honor of the best products within the Beauty category.

With over 125 years of hair expertise, Schwarzkopf® is bringing professional quality color to all with a new lineup of Schwarzkopf® Keratin Root Permanent Color and Keratin Root Temporary Color & Thickening Spray. The Schwarzkopf® Keratin Root Permanent Color is a permanent color treatment that refreshes the root of the hair by providing 100% gray coverage in just 10 minutes, leaving hair looking strong and healthy. The Schwarzkopf® Keratin Root Permanent Color kit contains the brand's exclusive bond enforcing system and a salon inspired 3-sided brush for precise application.

Also new to the market, Schwarzkopf® Keratin Root Temporary Color & Thickening Spray with Keratin and Vitamin E. This temporary root color spray instantly delivers up to 100% gray coverage and is scalp friendly. The formula is non-irritating and ammonia-free, and the non-sticky hold formula is delivered evenly and finely. This formulation helps ensure precise color application without mixing or mess that dries quickly and will wash out with your next shampoo. Both products are available in three shades (Black, Dark Brown and Light Brown) and are designed for all hair types and textures.

Renowned as a globally established seal of approval, Product of the Year has operated for 17 years in the United States, and over 30 years globally, supporting shoppers as a trusted guide to the best new products on the market, both online and in-store. With the level of products on the market evolving rapidly, consumers often find themselves overwhelmed by the sheer variety and innovation available. The distinctive Product of the Year red seal serves as a beacon to help consumers cut through the masses of products on shelves to locate the best new products that demonstrate innovation in their function, design, packaging, or ingredients. The credential also serves as a valuable marketing tool for brands to build overall awareness and drive purchase interest within their respective spaces.

*"In a highly crowded and dynamic marketplace, Product of the Year plays a crucial role in linking consumers with the latest innovative products across various industries including food, beverage, personal care, pet care, household, and more," said Mike Nolan, Global CEO of Product of the Year Management. "We're thrilled to celebrate Schwarzkopf® as a 2025 Product of the Year Award Winner, voted on by 40,000 Americans for the unique value, quality, and innovation it brings to households nationwide."*

*"It is an honor to have Schwarzkopf® Keratin Root Permanent Color and Keratin Root Temporary Color & Thickening Spray endorsed by 2025 Product of the Year winners," said Christopher McClement, Senior Vice President, Marketing at Henkel Consumer Brands USA. "Evolution has been constant as the Schwarzkopf® brand has grown over the last century and our new range of Keratin Root products are a result of continuous research and development in an effort to elevate the hair care products and formulas we provide to our consumers. We are proud that this distinction - and the widely-recognized Product of The Year red seal used in connection with our products - will now be a symbol to consumers of Schwarzkopf Keratin Root's credible, reliable, and innovative hair color products, which they are sure to love."*

On February 6<sup>th</sup>, the complete list of 2025 Product of the Year Awards winners was revealed at the annual Product of the Year Awards Event held at Tribeca 360° in New York City. The celebration packed in a night full of entertainment, with Saturday Night Live alums, Rachel Dratch and Alex Moffat, hosting the show.

In tandem with the winner announcement, Schwarzkopf® Keratin Root Permanent Color and Keratin Root Temporary Color & Thickening Spray are currently featured in a shoppable article on PEOPLE Online created in partnership with Dotdash Meredith, the largest digital and print publisher in America.

Ensemble IQ, a premier business intelligence resource with revered publications, including Path To Purchase, Progressive Grocer, Store Brands, Drug Store News and Convenience Store News has also published the news of the 2025 winners in their respective categories.

For further information about Schwarzkopf® Keratin Root Permanent Color and Keratin Root Temporary Color & Thickening Spray, visit [Schwarzkopf.com](https://www.schwarzkopf.com). Additional details on the full list of 2025 Product of the Year Winners, and a chance to win a selection of the winning products, can be found at [productoftheyearusa.com](https://productoftheyearusa.com), along with on [Instagram](#), [Facebook](#) and [X \(formerly Twitter\)](#) at #POYUSA2025.

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#### **About Henkel in North America:**

Henkel's portfolio of well-known brands in North America 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 close to 6.6 billion US dollars (6 billion euros) in 2023, North America accounts for 28 percent of the company's global sales. Henkel employs around 8,000 people across the U.S., Canada and Puerto Rico. For more information, please visit [www.henkel-northamerica.com](https://www.henkel-northamerica.com) and on Twitter [@Henkel\\_NA](#).

#### **About Product of the Year:**

Product of the Year is the largest consumer-voted award for product innovation. Established over 30 years ago, POY currently operates in over 40 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Product of the Year winners are backed by the votes of 40,000 consumers in a national representative study conducted by research partner Kantar, a global leader in consumer research. The award is a powerful merchandising program for marketers proven to increase product sales, distribution, and awareness. Winning products are announced in February each year and receive the right to use the Product of the Year logo in marketing communications for two years. For more information, visit [productoftheyearusa.com](https://productoftheyearusa.com).

#### **About Kantar:**

Kantar is the world's leading marketing data, insight and consultancy company. We know more about how people live, feel, shop, vote, watch and post worldwide than any other company. Working across the entire sales and marketing lifecycle, we help brands uncover growth in an extraordinary world. Kantar services over half of the Fortune 500 companies in 100 countries.

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