



## Syoss Brand Relaunch: "You. Intensified."

**Bucharest, April 29, 2025** - In April 2025, Henkel Consumer Brands officially relaunched Syoss in Romania, one of the most important brands in its portfolio, through the "*Enter the Intense*" campaign. Syoss, an innovative brand highly appreciated by Romanian consumers, proudly marks a new chapter under the signature "You. Intensified.", which reconfirms the brand's mission - to offer professional performance at every stage of hair transformation. Thus, starting from the expectations and perceptions of users, Syoss amplifies its strengths (for all products in the portfolio) and promises a truly intense hair experience.

Looking to its Japanese origin but also to the future, Syoss proposes an updated design and an exciting campaign in 2025. With this relaunch, Syoss redefines its core set of values and sets the brand's mission for 2025 and beyond:

- **Professionalism:** "We are guided by the power of knowledge!" - With over 45 years of experience in the hair field, Syoss has the know-how to create innovative formulas, designed to impress through professional performance.
- **Trust:** "Always beyond limits!" - There is always a reason for perfect hair! Syoss products highlight your uniqueness, you can have full confidence in the quality of our products and their performance.
- **Intensity:** "We light up life with a touch of magic!" - Syoss formulas include carefully chosen ingredients that amplify the overall effect and provide a complete sensory experience that restores depth, vibrancy and character to the hair.

### Syoss offers solutions for every need of your hair - **Intense Products & Professional Performance**

At the heart of the new Syoss portfolio is the Keratin range, which contains the highest concentration of keratin in the brand's history – for visibly healthier, stronger and shinier hair, regardless of its type.

Thus, each product in the three areas of expertise – coloring, care and styling – offers salon-like results, at home, thanks to carefully selected ingredients, whether we are talking about intense hydration, vibrant colors or sophisticated hairstyles.

- *Hair coloring* | "Color. "Intense": The new professional coloring products offer up to 100 days of color intensity and full coverage of gray hairs, thanks to an advanced cream-based formula. In addition, keratin supports stronger hair, and the new deep care mask nourishes freshly colored hair.
- *Hair care* | "Care. "Intense": The "Intense Keratin" range for hair care, with Keratin Fortifying Complex, repairs fragile and damaged hair, making it up to 20 times more resistant, acting from the inside out.



- *Hair Styling | "Style. "Intensified":* For bold and flawless styling, all Syoss products combine professional performance with active care. Niacinamide and panthenol fortify the hair, and exquisite fragrances ensure a memorable and lasting olfactory experience.

**Syoss innovations beyond the product formula also target the following areas:**

- The *design of the new Syoss products - intense*: The new Syoss visual identity introduces an intense, sensory world, a symbol of transformation and depth, which refers to the Japanese roots of the brand. The new design of the products reflects this spirit, the vertically positioned logo is inspired by the traditional Japanese writing *tategaki*. In addition, the *Ensō* graphic feature, taken from Zen art, pays homage to Japanese philosophy: a hand-drawn circle, symbolizing balance, elegance and the beauty of imperfection – representing movement, evolution and the power of transformation.
- *Intense expertise*, a new hair language – a deep, expressive and intense one by Kiyoko Odo (<https://www.syoss.ro/>): "*Joining Syoss was a deeply emotional experience – it brought me back into contact with my childhood in Japan. This relaunch resonates more than ever with me, because it reflects the heritage and professionalism that define the brand. I am delighted to contribute to this new chapter and I can't wait to take the intensity of Syoss forward – in the lives and attitudes of consumers*" says Kiyoko Odo, Syoss Creative Director and renowned hairstylist, who supports the brand's vision with her vast international expertise, inspired by trends in hairstyling, fashion and lifestyle, while also respecting its Japanese tradition.

**About the "Enter the Intense" campaign**

The new campaign supports the relaunch of Syoss and invites consumers to enter the intense world of the brand. It is a world of expressiveness, courage and senses awakened to life – in which each individual becomes a more intense version of himself. "*You. Intensified.*" thus becomes the manifesto of a confident transformation, a place of refinement, mystery and the power to express yourself. The campaign captures the moment you enter the dark universe of Syoss – a sensory experience that triggers a profound transformation, to be celebrated. "

*You. Intensified.*" is Syoss's promise that your hair will radiate confidence and intensity.

More details @ [Syoss Hair Care - Professional Performance, Color, Care & Styling Solutions](#)