



## **Schwarzkopf Creme Supreme, the new premium hair colorant brand from the portfolio of Henkel Consumer Brands Romania**

**Bucharest, August 27, 2025** - At the end of July 2025, Henkel Consumer Brands officially launched in Romania the new premium hair colorant brand from the Schwarzkopf retail portfolio, Creme Supreme, during an elegant event that brought together partners, media representatives, and influencers, who help shape trends, tell stories to inspire and share beauty, and influence the way beauty is perceived and celebrated every day.

*"With the launch of Creme Supreme, we are opening a new chapter for the Schwarzkopf brand in Romania, one that I am convinced will contribute to Schwarzkopf's aspiration to become the authority in hair care. Schwarzkopf stands for innovation, trust, quality, expertise, and a genuine passion for the beauty of hair. Creme Supreme is a premium retail hair coloring product developed by our experts to provide the highest standards of performance and care, while celebrating the uniqueness and beauty of every consumer,"* said Andrey Yekimov, General Manager of Henkel Consumer Brands.

Thanks to the revolutionary Schwarzkopf Bonding HaptIQ system, the new Creme Supreme protects the hair against visible damage at every step, providing tangible and visible results in all three stages of the coloring process: Preparation – Coloring – Aftercare.

*One of the most common reasons consumers avoid coloring their hair at home is the fear of damage.* There is a worry that the hair will become fragile and lack shine, which will compromise the final result, leading to an uneven color appearance.

Aware of these concerns, Schwarzkopf experts have created the new Creme Supreme hair color, specially formulated to meet the protection and care needs of hair during the coloring process. Their goal was to make the hair coloring process at home as easy, enjoyable, and healthy as possible.

Schwarzkopf has thus developed its own high-performance system: the HaptIQ system. This strengthens the hair strand structure by creating new micro-bonds that keep the fibers together. In addition, the HaptIQ system forms a protective layer around the hair strand, reducing the risk of breakage by up to 90% (instrumental test with and without pre-serum and mask).

The new star of care during coloring: the innovative Schwarzkopf Bonding Pre-Serum! The intensely nourishing serum with Schwarzkopf's Bonding HaptIQ system optimally prepares the



hair for the coloring process, creates new micro-bonds, and simultaneously smooths damaged hair. The result: stronger hair and an even color.

*"... 'The color you desire, with the care that your hair deserves' is more than just a slogan, it is a clear promise we make to all women in Romania. Creme Supreme is more than just a new product - it is a response to the needs of modern consumers for intense color without damage, long-lasting shine, and a luxury experience, in the comfort of their own homes. I am confident that, due to its performance, quality, and refinement, Creme Supreme will quickly establish itself in the market and rise to the top of consumer preferences in Romania,"* said Costi Vasile, Head of Marketing Henkel Consumer Brands.

### **More about Schwarzkopf Creme Supreme:**

- Creme Supreme is the first PETA-approved and vegan coloring brand from Schwarzkopf portfolio and contains at least 83 percent ingredients of natural origin (including water).
- Additionally, both the gloves and the folding box paper are recyclable.
- The basic range includes 20 permanent shades, varying from natural tones to cool, neutral, and warm shades.
- With Creme Supreme, coloring at home has never been easier!