



News Release

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Attractive growth opportunity for Henkel Consumer Brands in the U.S hair market

Henkel to acquire fast-growing consumer hair care and styling brand “Not Your Mother’s” in the U.S.

- **Adding strong and complementary hair care and styling brand with around €190 million in sales to consumer hair portfolio in North America**
- **Strong and consistent sales growth track record over recent years**
- **Brand with high appreciation by US customers and consumers**
- **Acquisition opens opportunities for consumer-centric innovation and synergies with Henkel’s expertise in hair care and styling**

Düsseldorf – Henkel has signed an agreement to acquire “Not Your Mother’s”, a leading and fast-growing hair care and styling consumer brand in North America, owned by PE investor Main Post Partners. The transaction represents another important step in Henkel’s purposeful growth agenda and will further strengthen the company’s capabilities in the hair business, one of its core Consumer Brands categories.

“Not Your Mother’s” is a strong hair brand in the U.S market, offering a broad range of shampoos, conditioners, treatments, and styling products. Its innovative portfolio includes well-known collections such as Curl Talk, Clean Freak, Beach Babe, Plump for Joy and All Eyes On Me. In fiscal year 2025, the brand generated approximately €190 million in sales and delivered double-digit growth and a strong gross margin, reflecting its robust market position.

“The planned acquisition of ‘Not Your Mother’s’ reinforces Henkel’s strategy to expand its portfolio through compelling, value-adding M&A activities. With this transaction, we will significantly enhance our presence in the North American consumer hair segment. This acquisition offers the potential for consumer-focused innovation and to accelerate the growth dynamics of our consumer business,” said Henkel CEO Carsten Knobel.

LOCTITE

TECHNOMELT

BONDERITE

Persil



Wolfgang König, Executive Vice President Consumer Brands, added: "Not Your Mother's is a perfect strategic fit for our hair business. The brand represents a distinct and strong brand equity combined with insight-driven innovations and strong digital marketing expertise. This acquisition opens opportunities for innovation and synergies with our renowned expertise in hair care and styling in the U.S., the largest global hair market."

The acquisition is subject to customary closing conditions, including regulatory approvals. At this point, the parties agreed to not disclose the financial terms of the transaction.

About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market for adhesives, sealants and coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2024, Henkel reported sales of more than 21.6 billion euros and adjusted operating profit of around 3.1 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 47,000 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

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