



## News Release

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Henkel Consumer Brands expanding its hair care business

### **Henkel successfully closes acquisition of premium hair care brand OLAPLEX**

**Düsseldorf** – Henkel has successfully completed the acquisition of premium hair care brand OLAPLEX. Following the fulfillment of all closing conditions, including the required regulatory approvals, OLAPLEX is now fully part of Henkel. This acquisition marks another important milestone in Henkel’s purposeful growth agenda.

OLAPLEX is a well-established, premium channel hair care brand with a portfolio of science-led, high-performance products. OLAPLEX maintains a balanced global footprint, with sales split between the U.S. and key international markets. In fiscal year 2025, OLAPLEX generated around 370 million euros in sales and delivered a strong gross margin. OLAPLEX complements Henkel’s existing portfolio with a highly complementary product range that is strongly rooted in the professional hair care community and well established across specialty retail and e-commerce channels.

“The successful closing of the OLAPLEX acquisition marks an important milestone in the execution of our purposeful growth agenda,” said Henkel CEO Carsten Knobel. “After having streamlined our portfolio over the past years, we are now adding back size and scale. With the closing of this transaction, we are further strengthening our footprint in North America and expanding our global presence in hair care, as a core category within our Consumer Brands business.”

Wolfgang König, Executive Vice President responsible for Henkel’s Consumer Brands business, added: “With this acquisition, we are building our presence in the fast-growing and strategically important premium hair care segment, making us the global number two in hair professional.

I am truly excited to welcome our new OLAPLEX colleagues to the global Consumer Brands team. Bringing together Henkel's pioneering spirit and global expertise with OLAPLEX's innovative spirit and creativity creates a powerful partnership that delivers meaningful value for our customers."

"Today marks an exciting new chapter for OLAPLEX as we officially join Henkel," said Amanda Baldwin, CEO of OLAPLEX. "From our earliest days, OLAPLEX has been defined by science-backed innovation and a deep commitment to transforming hair health. Together with Henkel, we have the opportunity to accelerate our innovation, expand our global reach and continue delivering the high-performance products our stylists, partners and consumers know and love."

With the close of this transaction, OLAPLEX shares have ceased trading on NASDAQ.

### **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 2025, Henkel reported sales of more than 20.5 billion euros and adjusted operating profit of around 3.0 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)

This document contains statements referring to future business development, financial performance and other events or developments of future relevance for Henkel that may constitute forward-looking statements. Statements with respect to the future are characterized by the use of words such as expect, intend, plan, anticipate, believe, estimate, and similar terms. Such statements are based on current estimates and assumptions made by the corporate management of Henkel AG & Co. KGaA. These statements are not to be understood as in any way guaranteeing that those expectations will turn out to be accurate. Future performance and results actually achieved by Henkel AG & Co. KGaA and its affiliated companies depend on a number of risks and uncertainties and may therefore differ materially (both positively and negatively) from the forward-looking statements. Many of these factors are outside Henkel's control and cannot be accurately estimated in advance, such as the future economic environment and the actions of competitors and others involved in the marketplace. Henkel neither plans nor undertakes to update forward-looking statements.

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## Contact

### Investors & Analysts

#### Leslie Iltgen

Phone: +49 211 797 - 1631

Email: [leslie.iltgen@henkel.com](mailto:leslie.iltgen@henkel.com)

#### Dr. Dennis Starke

Phone: +49 211 797 - 5601

Email: [dennis.starke@henkel.com](mailto:dennis.starke@henkel.com)

#### Dr. Sascha Kieback

Phone: +49 211 797 - 1810

Email: [sascha.kieback@henkel.com](mailto:sascha.kieback@henkel.com)

[www.henkel.com/press](http://www.henkel.com/press)

[www.henkel.com/ir](http://www.henkel.com/ir)

### Press & Media

#### Lars Witteck

Phone: +49 211 797 - 2606

Email: [lars.witteck@henkel.com](mailto:lars.witteck@henkel.com)

#### Wulf Klüppelholz

Phone: +49 211 797 - 1875

Email: [wulf.klueppelholz@henkel.com](mailto:wulf.klueppelholz@henkel.com)

#### Hanna Philipps

Phone: +49 211 797 - 3626

Email: [hanna.philipps@henkel.com](mailto:hanna.philipps@henkel.com)