Stylists nominate Schwarzkopf® Professional color and styling products for Readers Choice Awards

**Schwarzkopf® Professional recognized by *Beauty Launchpad* magazine**

***Culver City, Calif., Dec. 13, 2016* – Schwarzkopf® Professional is honored to announce that they have been awarded Readers’ Choice Awards by *Beauty Launchpad* magazine for three of their products. These awards, which are nominated and determined entirely by *Beauty Launchpad’s* readers, are announced annually in December. Thousands of nominations are submitted, and stylists – the magazine’s primary audience - vote online for their favorite products.**

The following Schwarzkopf Professional products captured the Readers‘ Choice Awards:

* **COLOR - Permanent**: Schwarzkopf® Professional (IGORA Royal®)
* **STYLING - Curl Enhancer**: Schwarzkopf® Professional (OSiS+® Bouncy Curls)
* **STYLING - Finishing Serum**: Schwarzkopf® Professional (BC Bonacure® Color Freeze Gloss Serum)

*Beauty Launchpad* highlights these products in the December issue of the magazine.

"Schwarzkopf Professional's innovation, trend forecasting and attention to the hairdresser has led to three amazing wins – Readers’ Choice Awards from Beauty Launchpad magazine,” commented Rossa Jurenas, Color Director for Schwarzkopf Professional, North America. “It is an honor to attain this achievement! Schwarzkopf Professional constantly pushes the envelope to develop products that address hairdressers’ needs and wants. We are thankful for this achievement and appreciate the recognition.”

Each year, thousands of nominations are made online, and stylists have the opportunity to vote in categories that include Best Haircare, Best Styling and Best Haircolor.

Damien Carney, Creative Director for Schwarzkopf Professional North America added, "IGORA Royal® brand is used by iconic hair colorists world-wide. Its results, science and technology give confidence to any colorist because it's predictable, and reliable. The IGORA Royal® range simply allows hair colorists to push the boundaries of the norm. The end result is divine, healthy, shiny and totally amazing hair. It is the perfect balance between science, technology, technique and artistry. This product is a well-deserved award winner, and we are humbled by the honor.”

**About Henkel**

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2015, Henkel reported sales of 18.1 billion euros (20.1 billion US dollars), adjusted operating profit of 2.9 billion euros (3.2 billion US dollars). Its three top brands, Persil (detergent), Schwarzkopf (hair care) and Loctite (adhesives) generated more than 6 billion euros (around 6.6 billion US dollars) in combined sales. Henkel employs around 50,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel’s preferred shares are listed in the German stock index DAX. For more information, please visit [www.henkel.com](http://www.henkel.com)

**Henkel in North America**

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Purex® laundry detergents, Right Guard® antiperspirants, got2b® hair gels, and Loctite® adhesives. Visit [www.henkel-northamerica.com](http://www.henkel-northamerica.com) for more information.

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