



Press Release

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“Science of Clean: 10 Dimensions” ad kicks off 2017 media campaign for Persil ProClean

Persil ProClean unveils Super Bowl® commercial featuring Bill Nye

Scottsdale, USA – Henkel North America’s newest premium laundry detergent brand, Persil ProClean, released its highly-anticipated, new commercial during the third quarter of the Super Bowl®. The commercial titled “Science of Clean: 10 Dimensions” features Persil detergent’s stain-fighting superhero “The Professional,” played by Peter Hermann, along with the renowned scientist and television personality, Bill Nye.

In the 30-second ad, Bill Nye’s top secret lab experiment goes awry and “The Professional” steps in to save the day – and Bill’s lab coat – with Persil detergent’s new and improved PRO10 formula. It plays off of the brand’s passion for delivering premium stain-fighting performance while poking fun at the fact that sometimes, even the most brilliant thinkers need a little help when it comes to stubborn stains.

The spot was created by TBWA\Chiat\Day and directed by Elizabeth Banks in her Super Bowl commercial directorial debut. “I jumped at the opportunity to work with Persil, Bill Nye and the stain fighting Professional, Peter Hermann. The unlikely duo are a perfect fit for Persil ProClean detergent’s new PRO10 formula,” says Banks.

The brand merges the best of both science and technology to deliver a premium clean that encourages people to switch to Persil ProClean. “We are thrilled to see recognition for Persil, such as being rated Best Overall Detergent by USA Today’s Reviewed.com for our Original Power-Liquid®. It is awards like this that inspire us to continue innovating and improving the Persil portfolio,” says Janell Holas, Vice President of Marketing for Persil. “By delivering 10 Dimensions of Clean, the new and improved PRO10 formula reinforces our commitment to an exceptional clean and there’s no better stage to make our message known than at the Super Bowl, in front of its 100+ million viewers.”

Globally-renowned for more than a century in over 60 countries, the Persil brand has been available to U.S. consumers since 2015. Within two short years, the exceptional stain-fighting, whitening and freshness of Persil ProClean has led to impressive repeat purchase rates that continue push the detergent category forward. The Persil ProClean brand portfolio, consisting of Power-Liquid, Power-Pearls and Power-Caps, can be found in stores nationwide. Visit PersilProClean.com to find a retailer near you and find @PersilProClean on [Facebook](https://www.facebook.com/PersilProClean), [Twitter](https://twitter.com/PersilProClean), [Instagram](https://www.instagram.com/PersilProClean) and [YouTube.com](https://www.youtube.com/PersilProClean). Join the conversation using #ScienceOfClean.

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 (adhesive) 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

Photo material is available at <http://www.henkel.com/press>

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