



Henkel Beauty Care Press Release

September 2017

Launch Barnängen

Balanced care for a balanced life: Long-established Swedish body care brand Barnängen comes to Germany

Authentic and gentle products for well-groomed skin: Swedish brand Barnängen is now available in Germany and other European countries. Founded in 1868 by the Swedish wholesaler Johan Wilhelm Holmström in Stockholm, today Barnängen is one of Sweden's most popular brands and is also a purveyor to the royal court of Sweden. The two product lines, Nordic Care and Nordic Rituals, with their moisturizing body balm, body lotions and shower creams, along with Scandinavian-inspired shower and bath gels and a body oil, provide the skin with all it needs, and they also stand for "lagom", the Swedish approach to life – not too little, not too much, just right.

Barnängen will be available at drugstores/parfumeries from September 2017.

Düsseldorf – Rich and gentle, stimulating and relaxing, nourishing and refreshing: Barnängen stands for beauty born out of the "lagom feeling". This Swedish term describes a balanced lifestyle and roughly means "just right": not too big and not too small, not too slow and not too fast, not too much and not too little – simply "lagom". Now the venerable Stockholm brand Barnängen has taken on the mission of spreading the Swedish approach to life throughout Europe, and will be launching two new body care lines in Germany in September.

The Swedes have relied on the effective power of Scandinavian nature since time immemorial. The landscape, light, ocean and forests have created a unique oasis for rare, diverse plants and rich active ingredients in whose use the Swedes have placed their trust for centuries. That is why typical Scandinavian wild fruits such as the cloudberry, as well as birch and elderflower are used in Barnängen's body care products. The product range is rounded off with scientifically prepared skin formulations such as the unique Cold Cream, and its specially developed moisture serum.



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Barnängen's **Nordic Care Line** brings natural ingredients together with Barnängen's protective Cold Cream that leaves a pleasantly cooling sensation when applied. Its formula is based on Barnängen's famous soap which elevated the company to a purveyor to the royal court of Sweden in 1876. The unique formula contains a moisturizing emulsion combined with ingredients such as beeswax, sunflower oil and chamomile. It was developed to provide protection, hydration and nourishment for all skin types. The Nordic Care line consists of the Caring Body Lotion and Shower Cream containing oatmilk, which is very popular in Sweden, the Nutritive Body Lotion and Shower Cream with cloudberry, the Sensitive Body Lotion and Shower Cream with elderflower, and the nourishing All Over Intensive Body Balm.

Nordic Care Line:

Barnängen All Over Intensive Body Balm, 200 ml, 6.99 euros (MSRP)

Contains Barnängen's protective Cold Cream which leaves a pleasantly cooling sensation when applied. This all-round talent is quickly absorbed and pampers the skin from head to toe with nourishing moisturization.

Barnängen Caring Body Lotion, 400 ml, 6.99 euros (MSRP)

Barnängen Caring Shower Cream, 400 ml, 4.99 euros (MSRP)

Oatmilk – which is very popular in Sweden – and 5% protective Cold Cream merge to produce a nourishing formula that pampers normal to dry skin with gentle care. The Caring Body Lotion and Shower Cream leave normal to dry skin with a pleasant, nourished feel. Dermatologically tested.

Barnängen Nutritive Body Lotion, 400 ml, 6.99 euros (MSRP)

Barnängen Nutritive Shower Cream, 400 ml, 4.99 euros (MSRP)

The rich formulation of the Body Lotion and Shower Cream combine the wild cloudberry that are so loved in Lapland, with 7% protective Cold Cream. They deliver intensive nourishment to skin that is dry to very dry. Dermatologically tested.

Barnängen Sensitive Body Lotion, 400 ml, 6.99 euros (MSRP)

Barnängen Sensitive Shower Cream, 400 ml, 4.99 euros (MSRP)

With elderflower and 5% Cold Cream. The Body Lotion and Shower Cream gently hydrate sensitive skin and provide long-lasting protection. Dermatologically tested.



The **Nordic Rituals Line** is inspired by Sweden's oldest traditions such as sauna, ice bathing and "midsommar". They contain a specially developed moisture serum with protective active ingredients such as sunflower oil and cranberry oil. The Sauna Relax Shower Gel & Bubble Bath with birch extract stimulates and relaxes the body, while the sea salts contained in the Glacier Breeze Shower Gel & Bubble Bath produce a scent reminiscent of icy water after a sauna. The Midsommar Glow Shower Gel & Bubble Bath and the Midsommar Glow Body Oil contain delicate floral oils, bringing Sweden's ancient midsummer festival to mind, and supplying the skin with protective moisturization.

Nordic Rituals Line:

Barnängen Sauna Relax Shower Gel & Bath Gel, 400 ml, 4.99 euros (MSRP)

Relaxing Shower Gel & Bubble Bath with birch extract and protective moisture serum, inspired by the Scandinavian sauna ritual. Dermatologically tested.

Glacier Breeze Shower Gel & Bath Gel, 400 ml, 4.99 euros (MSRP)

This Shower Gel & Bubble Bath inspired by Scandinavian glaciers contains natural sea salt and protective moisture serum. Its fresh scent has the stimulating effect of an "isvaksbad" (ice bath). Dermatologically tested.

Midsommar Glow Shower Gel and Bubble Bath, 400 ml, 4.99 euros (MSRP)

Midsommar Glow Body Oil, 150 ml, 8.99 euros (MSRP)

With their delicate floral oils, the Midsommar Glow Shower Gel & Bath Gel and the Midsommar Glow Body Oil are reminiscent of Sweden's ancient midsummer festival, and provide the skin with protective moisturization. Dermatologically tested.



A brand inspired by Sweden also needs packaging designed in Sweden. That is why Barnängen commissioned Ström & Jag to create the visual for this lifestyle. The independent Stockholm-based design studio paired traditional Swedish elements with a modern look – entirely in keeping with the "lagom" spirit.

Barnängen's Nordic Care and Nordic Rituals lines are available from September 2017.

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 2017, Henkel reported sales of 20 billion euros and adjusted operating profit of around 3.5 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to 6.4 billion euros. Henkel employs more than 53,000 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.

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