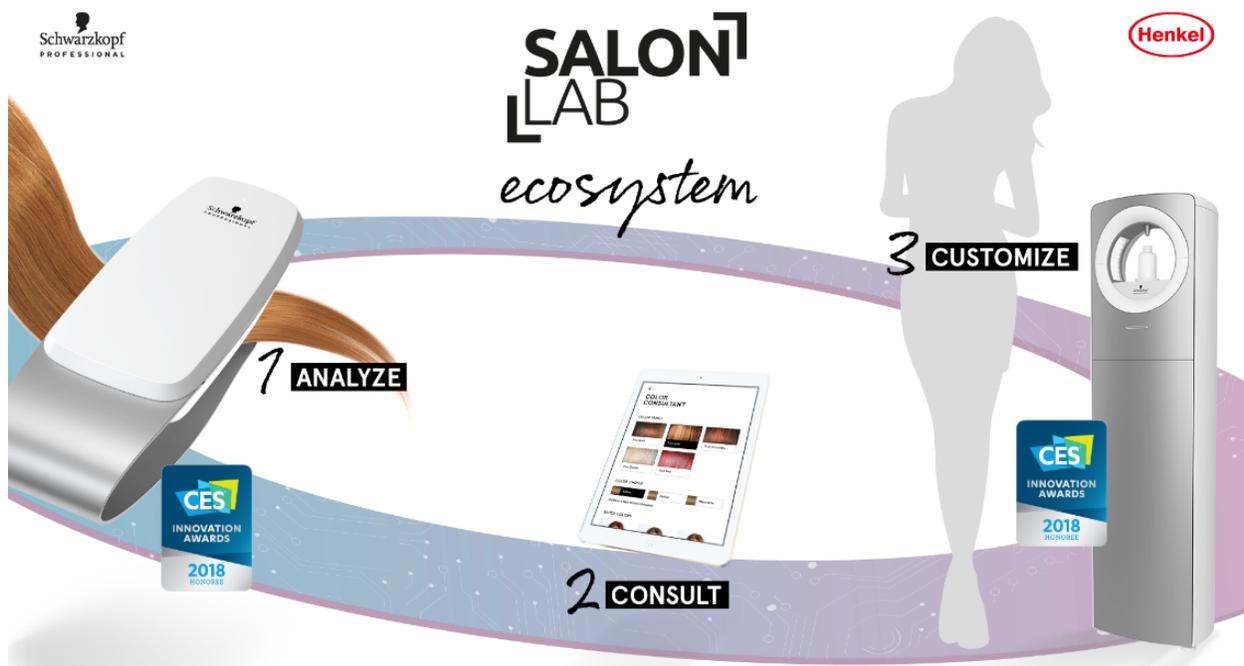




Schwarzkopf Professional SalonLab

[Henkel Beauty Care](#) and its leading salon brand [Schwarzkopf Professional](#) are pioneering the salon of the future with the **Schwarzkopf Professional SalonLab** – a digital ecosystem for quantifying and customizing the hair care experience, propelling hair salons into the digital age. This technology takes the guess work out of which products and services are best for each client’s hair by analyzing hair at the molecular level, empowering the consultation process with data-driven insights and producing on-demand, personalized care solutions. SalonLab was developed by Henkel Beauty Care’s scientists and hair specialists, infusing more than 120 years of hair expertise, research and consumer insights into the proprietary algorithms. It is two-time recipient of this year’s CES® 2018 Innovation Awards.



SalonLab ecosystem: Holistic application of connected devices

The new ecosystem includes two award-winning devices, the SalonLab Analyzer and SalonLab Customizer, supported by the SalonLab Consultant App.

- **SalonLab Analyzer:** The Schwarzkopf Professional SalonLab Analyzer is a hand-held device equipped with near-infrared and visible light sensors that measure inner hair quality, moisture level and true hair color. It can measure various points on the hair from roots to tips and thereby provide a viable, scientific hair diagnosis. These readings are then analyzed and processed by a proprietary algorithm developed by Henkel Beauty Care scientists, using a complete digitalized hair model based on thousands of reference measurements. The hair analysis data is then combined with the hairdresser’s assessment to enable a truly complete personalized color and care consultation.



- **SalonLab Consultant App:** The SalonLab Consultant App is an integral element of the ecosystem that connects the digital devices to analysis, consultation and customization. It's an easy-to-use application that supports the hairdresser throughout the analysis, displaying the client's individual hair diagnostic results and enabling a personal color consultation with state-of-the-art augmented reality technology. This enables the client to see what a color will look like on her individual hair color base and against their skin tone before it's applied, enhancing the salon experience, and encouraging more daring transformation options. Last, but not least, the App steers the individual care solution recipe and real-time production via the SalonLab Customizer.
- **SalonLab Customizer:** To provide the most individualized product based on individual hair qualities, the SalonLab Customizer produces hair care products on-site and customized for each client based on the gathered data. The Customizer uses a proprietary manufacturing process to dynamically formulate and produce a custom care solution. With the simple touch of a button, hundreds of different combinations of ingredients and fragrances can be mixed on the spot and dispensed in salon-sized portions or small bottles with a personalized label printed directly from the Customizer.

SalonLab, the new era in hair care technology, can be experienced in select Schwarzkopf Professional hair salons in the United States and Europe in 2018.

About Schwarzkopf Professional

Since its inception as a family business by Hans Schwarzkopf in 1898, Schwarzkopf Professional today holds a worldwide leading position in Beauty Care. With the customer at the center of its business model, Schwarzkopf Professional innovates, inspires, educates, connects and supports the hairdresser, adding real value to their salon business. From cutting-edge products, such as BC Bonacure, IGORA and OSiS+ and breakthrough integrated Bonding Technology, to bi-annual Essential Looks trend collections, tailored salon support programs and progressive hairdresser training from ASK Education, Schwarzkopf Professional are continuously REinventing hair in partnership with the hairdresser. Together. a passion for hair.

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 2016, Henkel reported sales of 18.7 billion euros and adjusted operating profit of 3.2 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to more than 6 billion euros. Henkel employs more than 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.

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