Henkel Beauty Care Hair Professional brands converge in Culver City, CA

# Under One Roof: Henkel opens professional hair care headquarters in Los Angeles area

January 17, 2018, Los Angeles, CA – Henkel has announced the official opening of the company’s Beauty Care Hair Professional Headquarters located at 5800 Bristol Parkway in Culver City, California. This new location is the culmination of bringing several key brands into one cohesive technology-rich location. Henkel’s North American professional hair care brands, intended for both professional hairdresser/salon use as well as consumer use, include Alterna Haircare®, Kenra Professional®, #mydentity®, PRAVANA®, Schwarzkopf Professional®, and Sexy Hair®.

“We are excited to bring together under one roof the best professional hair care brands in the industry,” said Stefan Mund, Regional Head of Henkel Beauty Care Hair Professional North America. “By bringing together operations, we will further strengthen our footprint in the U.S. as well as our overall Henkel culture, which is the catalyst for cross-company knowledge sharing and collaboration.” The Schwarzkopf family of brands has been part of Henkel’s Beauty Care Hair Professional portfolio since 1995. Henkel purchased Sexy Hair, Kenra and Alterna in 2014 and acquired PRAVANA from Mexico City-based Nattura Laboratories in 2017. The businesses operated in their respective locations in Culver City, Calif., Chatsworth, Calif., Indianapolis, Ind., New York, N.Y., prior to the integration of all the brands under one roof in Culver City. The PRAVANA team will join their colleagues in Culver City in Q1 2018. By Q2 2018, about 200 employees from across the brands will be working in this location. Warehouse operations will remain in Chatsworth and Indianapolis.

This January, the company also successfully closed the acquisition of Zotos International Inc., the North American Hair Professional business of Shiseido Company, Limited. The acquisition comprises leading hair professional brands such as Joico and Zotos Professional.

The new facility in Culver City features a loft style, open-space working environment and includes a world-class Academy of Hair multi-branded learning center, opening Q2 2018. “This is one of several opportunities that allow for increased innovation across our beauty care hair professional brands by maximize employee knowledge and best practices while maintaining what makes each unique,” said Mund. “Even though these brands maintain distinct DNA, cultures, and rich histories, our employees are vigorous in their commitment to our professional hair care and salon customers. They share our Henkel values and visions and our focus on innovation to continue market leadership in the beauty industry.” The Academy of Hair will be a state of the art demonstration and learning facility where Henkel employees representing the company’s professional hair brands can educate and demonstrate product usage. The facility will feature a full-service test salon and color bar, as well as a digital trend lab designed to set the stage for photo/video shoots or live broadcasts of demonstrations or trainings.

**Forward-looking statements**

This document contains forward-looking statements which are based on the current estimates and assumptions made by the corporate management of Henkel AG & Co. KGaA. Forward-looking statements are characterized by the use of words such as expect, intend, plan, predict, assume, believe, estimate, anticipate, forecast and similar formulations. Such statements are not to be understood as in any way guaranteeing that those expectations will turn out to be accurate. Future performance and the 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 from 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. This document has been issued for information purposes only and is not intended to constitute an investment advice or an offer to sell, or a solicitation of an offer to buy, any securities.

**Henkel in North America**

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners, Schwarzkopf® hair care, Right Guard® antiperspirants, göt2b® hair styling, and Loctite® adhesives. Visit [www.henkel-northamerica.com](http://www.henkel-northamerica.com) for more information.

**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 around 19.7 billion US dollars and adjusted operating profit of around 3.4 billion US dollars. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted around 6.3 billion US dollars. 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](http://www.henkel.com).

Contact Daniel Carpenter

Phone 203-252-9378

Email [daniel.carpenter@henkel.com](mailto:daniel.carpenter@henkel.com)