



Press Release

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Schwarzkopf GLISS® and Purex® Crystals™ win distinguished award

Henkel brands awarded 2018 Product of the Year in laundry and beauty categories

Stamford, Conn. – The Henkel Corporation announces that [Schwarzkopf GLISS Ultimate Repair Anti-Damage Mask](#) and [Purex Crystals Botanicals](#) have been named [Product of the Year](#) for 2018 in the “Beauty” and “Laundry Booster” categories, respectively.

Product of the Year is the world’s largest consumer-voted award for product innovation, where winners are backed by the votes of 40,000 consumers in a national representative survey conducted by research partner [Kantar TNS](#), a global leader in consumer insights.

“Product of the year answers an essential question – ‘How do I find great new products – with so many launches, so many claims, how do you find the best?’ This year, a record number of products entered to compete for the winning spot in their respective categories. With the help of 40,000 consumers nationwide, we are excited to champion these winners as they have achieved that validation,” said Mike Nolan, CEO of Product of the Year. “Product of the Years’ distinctive red seal of approval continues to help shoppers find the best new products on the shelves and give the winners a well-earned competitive advantage.”

Recognized in the 2018 “Beauty” category, **Schwarzkopf GLISS® Ultimate Repair Anti-Damage Mask** uses a high-performance formula with 3X Liquid Keratin to precisely repair damaged hair and replace lost Keratin, leaving hair restored, rejuvenated and 95% stronger.

In the “Laundry Booster” category, **Purex® Crystals™ Botanicals Cherry Blossom & Ginger** breathes new life into your laundry with a rejuvenating blend of essential oils and minerals. Warm, floral notes swirl with the scents of sweet earth to soothe and calm with a dye-free freshness that lasts up to twelve weeks.

“We are so excited that the two Henkel brands, **Schwarzkopf GLISS®** and **Purex® Crystals™**, have taken home awards for the 2018 Product of the Year,” said Ed

Vlacich, Region Head, Henkel Beauty Care North America. “To be selected among thousands of products in a competition backed by the votes of 40,000 consumers is a great honor, and we’re so thankful. At Henkel, we look forward to continuing our mission of giving consumers innovative and high performing products across all brand portfolios.”

The complete list of 31 winners selected to receive the 2018 Product of the Year Award can be found at productoftheyearusa.com or follow along on social with #POYUSA2018.



About Product of the Year

Product of the Year is the world's largest consumer-voted award for product innovation. Established 30 years ago, POY currently operates in 37 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Products of the Year winners are backed by the votes of 40,000 consumers in a national representative study conducted by research partner Kantar TNS, a global leader in consumer insights. The award is a powerful merchandising program for marketers proven to increase product sales, distribution and awareness. Winning products are announced in February each year and receive the right to use the Product of the Year logo in marketing communications for two years. For more information, visit productoftheyearusa.com.

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. 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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