



Press Release

May 4, 2018

Raising awareness and funds for breast cancer

Henkel partners with National Breast Cancer Foundation as part of its Schwarzkopf® Million Chances initiative

Stamford, Conn. – As part of its global Schwarzkopf Million Chances initiative, Henkel is pleased to announce the alliance between the company’s Schwarzkopf brand, and National Breast Cancer Foundation. To kick off their partnership, Henkel presented the foundation with a donation of \$10,000, and the company will conduct a series of events throughout the year to raise awareness and funds for breast cancer research.

On a global scale, Schwarzkopf works with non-profit organizations, aiding girls and women around the world by helping them build successful personal and professional futures. In North America, the Schwarzkopf team chose National Breast Cancer Foundation as its preferred partner for 2018. The foundation’s mission is to help women by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services.

“We’re pleased to introduce the North American portion of our global Schwarzkopf Million Chances campaign,” said Xenia Barth, Vice President of Marketing for Henkel’s retail hair brands, including Schwarzkopf. “Henkel and Schwarzkopf are committed to helping make a difference in the lives of breast cancer warriors and survivors in North America, while increasing awareness of this disease and raising money towards a cure”.

As part of the Schwarzkopf Million Chances initiative in North America, internal monthly events will include assembling Hope Kits with helpful contents for those currently fighting breast cancer, fundraising events, and guest speakers, culminating with a hair donation event in October.

"We are proud to partner with the Schwarzkopf Million Chances initiative because it empowers women and girls around the world to build a successful personal and professional future," said Janelle Hail, NBCF Founder & CEO. "This \$10,000 donation and support throughout the year will help NBCF provide breast cancer services for women in need across America."

About Henkel in North America

Henkel operates across its three business units – Adhesive Technologies, Beauty Care and Laundry & Home Care – in North America. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, professional hair care brand Sexy Hair®, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. North America is an important region for Henkel: With sales of around 5.8 billion US dollars (5.2 billion euros) in 2017, North America accounts for 26 percent of the company's global sales. Henkel employs more than 9,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.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. In 2017, Henkel reported sales of 22.6 billion US dollars (20 billion euros) and adjusted operating profit of around 3.9 billion US dollars (3.5 billion euros). Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to 7.2 billion US dollars (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.

About National Breast Cancer Foundation, Inc.®

Recognized as one of the leading breast cancer organizations in the world, National Breast Cancer Foundation (NBCF) is Helping Women Now® by providing early detection, education and support

services to those affected by breast cancer. A recipient of Charity Navigator's highest 4-star rating for thirteen years, NBCF provides support through their [National Mammography Program](#), [Patient Navigation](#), [Beyond The Shock®](#), breast health education, and research programs. For more information, please visit www.nbcf.org.

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