



Henkel Beauty Care Press Release

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Schwarzkopf extends the application phase for the new Million Chances Award

Schwarzkopf Million Chances Award – Two more weeks for more chances

Düsseldorf – Schwarzkopf extends the submission deadline for the Million Chances Award by two weeks. Until September 2, 2018 non-profit initiatives and projects that support girls and women worldwide can apply. The winners in each of the four award categories will receive a prize money of 10,000 euros.

For the first time initiatives and projects that specifically support girls and women with healthcare, education, emancipation, legal advice and integration get recognized with the Schwarzkopf Million Chances award. Initiatives from Germany, Austria and Switzerland can apply.

A top-class jury, including German top model Eva Padberg, will honor winners in three award categories. In addition, a public voting prize will be awarded, for which everyone can participate in an online voting.

Extended submission deadline: September 2, 2018

Public voting: September 10 until October 7, 2018

Winner announcement: End of October 2018

The Schwarzkopf Million Chances initiative has been supporting projects worldwide since 2016, either independently or in collaboration with independent organizations. The aim is to help girls and women to deal with their challenges and offer them solutions.

More information about conditions of participation, application deadline and public voting can be found at <http://www.schwarzkopf.de/de/highlights/award.html>.



About Schwarzkopf

120 years ago, chemist Hans Schwarzkopf laid the foundations for a truly international brand that stands for quality, reliability, expertise and innovation. Today, Schwarzkopf is a global pioneer in hair cosmetics. It is the leading hair care brand in Europe for color and styling, and the most successful hair cosmetics brand in e-commerce in China. Schwarzkopf, Henkel Beauty Care's largest brand, generates revenue of approximately € 2 billion (2017) in over 60 markets worldwide, in branded consumer goods and the professional hair salon industry. Its brands include hair colorants like Palette and Color Expert, as well as hair care and styling brands like Schauma, Gliss Kur, Taft and got2b.

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.

Photo material is available at <http://www.henkel.com/press>

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