



Press Release

November 15, 2018

Promotion of industry veteran in Beauty Care Hair Professional

Henkel Announces Appointment of Caleb Foltermann as General Manager of Sexy Hair Concepts

Culver City, CA - Henkel, the company behind well-known brands such as Schwarzkopf®, Sexy Hair®, Dial®, Right Guard®, Persil®, and Loctite®, today announced the appointment of Caleb Foltermann to General Manager of Sexy Hair Concepts, LLC, effective December 1. In his new role, Foltermann will report directly to Stefan L. Mund, Regional Head of Henkel Beauty Care Hair Professional for North America.

“We are excited to announce the appointment of Caleb to this new role. With significant success leading sales, marketing, education and general management functions across multiple brands, Caleb brings a creative mindset and proven ability to deliver results and drive sustainable growth,” said Mund. “An industry veteran, Caleb has fostered strong relationships within the stylist community and with our distributors and customers. We have no doubt he will bring the same passion and creativity to help grow our Sexy Hair brand portfolio and continue to bring its ‘go bigger’ philosophy to life.”

Foltermann brings more than 16 years of experience in the beauty professional industry. As VP of Sales for Sexy Hair Concepts at Henkel, Foltermann has overseen all aspects of sales, education, marketing and support for Sexy Hair’s 50-plus international distributors and specialty retailers. Prior to his role at Henkel, he served as VP of Sales & Operations and was Co-Founder of Xile Beauty Group, VP of

National Accounts and Wholesale Distribution for Unilever's TIGI BedHead and was a District Sales Manager for Sally Beauty's Armstrong McCall. He holds a Master of Science degree in Management from The University of Texas at Dallas and a Bachelor of Science Degree in Business Administration from Abilene Christian University.

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 United States, 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.

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