



Henkel Beauty Care Press Release

January 2019

Schwarzkopf Million Chances Award 2018

Publication of the first Schwarzkopf Million Chances Award videos

Düsseldorf, January 08. 2019 – For the first time, Schwarzkopf honored four winners of the Million Chances Award on November 7, 2018 in Düsseldorf. The winners are the “Desert Flower Foundation”, founded by human rights activist Waris Dirie, the initiative “Girls' Day” and the association “Social Business Women”. The winner of the public voting is the association “Frauen in Bewegung”. The emotional videos are now publicly available.

In the context of the official award ceremony, the winners were able to comment in detail on their project and their initiative to strengthen girls and women for the first time. In emotionally strong and informative interviews, the representatives talk about their respective motivation to start projects close to their heart and about their goals. Success stories illustrate how “female empowerment” can often be strengthened with a lot of commitment – and how important this help will be in the future – in the face of drastic disadvantages for women, such as in the professional world, high illiteracy rates for girls and young women, forced marriages, domestic violence, and genital mutilation.

Find out everything about the winners, their projects and their successes in the videos. Download via link below:

<https://www.henkel.com/press-and-media/press-releases-and-kits/2019-01-08-publication-of-the-first-schwarzkopf-million-chances-award-videos/899128>

All information about the award and the award categories can be found online at <https://www.schwarzkopf.de/de/highlights/award.html>

All information about the Schwarzkopf initiative Million Chances can also be found online at <https://www.schwarzkopf.de/de/highlights/unsere-vision.html>



Global commitment of the Schwarzkopf Initiative Million Chances

Strengthening the self-confidence of girls and women worldwide and offering them new perspectives in everyday life – this kind of "female empowerment" is the mission of the Schwarzkopf Million Chances initiative: In cooperation with the aid organization Plan International Deutschland e.V., projects for school and vocational training in Egypt, Colombia, and China are supported. In Europe, Russia, and Asia – to name just a few countries – the initiative supports disadvantaged girls and women in the fields of health and education with the aim of helping them to regain more self-confidence. Together with the social enterprise Plastic Bank, the initiative promotes collection centers to combat the problem of plastic waste in the oceans and at the same time supports the local population on Haiti: Ocean Plastic can be exchanged there for cash and non-cash benefits. The collected plastic waste is sorted, further processed and then returned to industry as recycled Social Plastic®. Women take up the offer and can thus earn an additional income.

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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