



## Press Release

February 4, 2019

Super Bowl LIII® saw return of Persil ProClean “The Professional”

### Persil ProClean “Goes Deep” in Super Bowl LIII® Commercial, Announces Deep Clean Challenge

Stamford, Connecticut – Henkel North America’s premier laundry detergent brand, Persil ProClean, revealed its new stain-fighting commercial during Super Bowl LIII®. Watched by over 100 million viewers, the 15-second spot, ran during the 2<sup>nd</sup> quarter and saw the return of Persil® detergent’s “The Professional,” played by actor Peter Hermann. Hermann also starred as “The Professional” in the Persil Brand’s spot for Super Bowl LII®.

In the Persil Brand’s 4<sup>th</sup> consecutive Super Bowl spot, “The Professional”, along with his team of scientists, took viewers down into the Deep Clean Level of the Persil Stain Lab, where the toughest and deepest stains are put to the test. Viewers got a chance to see the elaborate and spectacular technology that the Persil Stain Lab employs. The spot highlighted that when stains go deep, the Persil Brand goes deeper for an exceptional deep clean. The commercial, along with more information about Persil ProClean can be viewed [here](#).

The spot was created by DDB New York, and directed by Erich Joiner, an award-winning commercial director and documentary filmmaker. The spot accompanies the launch of Persil ProClean’s Deep Clean Challenge.

US-Consumers are encouraged to put the Persil Brand to the test with the #DeepCleanChallenge! Visit [www.deepcleanchallenge.com](http://www.deepcleanchallenge.com) for full contest details, and to receive a free sample of Persil\*. Participants can share their experience with the Persil Brand on social media, using hashtags #DeepCleanChallenge and #sweepstakes, to be entered to win a number of great prizes, including a grand prize of a laundry room makeover.

Globally-renowned for more than a century in over 60 countries, Persil has been available to U.S. consumers since 2015. Within four years, the exceptional stain-fighting, whitening and freshness of Persil ProClean has led to impressive repeat purchase rates that continue to push the detergent category forward. The Persil

ProClean Brand portfolio, consisting of Power-Liquid and Power-Caps, can be found in stores nationwide.

Visit [Persil ProClean](#) to find a retailer near you and find @PersilProClean on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube.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 2018, Henkel reported sales of around 20 billion euros and adjusted operating profit of around 3.5 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](#).

*\*Persil samples only available in the US and as supplies last*

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

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