



Henkel Beauty Care Press Release

May 2019

The application phase has begun

The Schwarzkopf Million Chances Award is again looking for initiatives supporting women and girls!

Following its successful launch last year, the Schwarzkopf Million Chances Award will again be presented in 2019. The prize is awarded by the brand to projects that support female empowerment. The long term goal is to give women and girls the same advantages and opportunities as boys and men have. To encourage this and motivate others, the Schwarzkopf Million Chances Award, worth a total of 40,000 euros, is now entering its second round.

Duesseldorf – In 2018, four initiatives were given the Million Chances Award of the Schwarzkopf brand for the first time. **The Desert Flower Foundation** around Waris Dirie, **Girl's Day**, the association **Social Business Women** and **Frauen in Bewegung**.

Schwarzkopf is presenting the Million Chances Award again this year to honor and financially support additional organizations. From May 20th to August 3rd, 2019, all associations, organizations, and projects that focus on girls and women are cordially invited to apply for the award. The prizes are awarded in the categories "**Build up**", "**Move up**" and "**Start up**". "Build up" supports the education of girls, "Move up" helps women starting a career, "Start up" supports women facing professional or private difficulties.

Saskia Schmaus, Corporate Director International, Henkel Beauty Care: "For us, it is important to draw attention to female empowerment, strengthen the commitment to women and girls, as well as create awareness."

Schwarzkopf is particularly looking forward to the public voting. From August 26th to October 13th, 2019, everyone will have the opportunity to find out about the entries and choose the winner of the Public Voting Award.



schauma syoss



DIADERMINE

Theramed

A top-class jury will decide the winners. Once again, four initiatives from Germany, Austria, and Switzerland will be honored for their outstanding commitment to girls and women. As part of the Schwarzkopf Million Chances Awards 2019, all four winning initiatives will receive prize money of 10,000 euros to help them continue and expand their extraordinary work.

The Schwarzkopf Million Chances Award Timeline:

May 20: Start of application phase

August 3: End of application phase

August 26: Public voting begins

October 13: Public voting ends

October 17: Jury votes

November 6: Winners announced

About Schwarzkopf

More than 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 online hair cosmetics brand 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 products include hair colorants Brilliance and Diadem, and hair care and styling products Schauma, Taft, Gliss Kur 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 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

Photo material is available at www.henkel.com/press