

Press Release

June 4, 2019

Marking a bold tech step forward for hair stylists

Kenra Professional[®] announces launch of Kenra Color Skill for Amazon Alexa

Culver City, California, United States of America – June 4, 2019 – Kenra Professional[®] is pleased to announce the launch of its latest innovative tool for professional stylists, the **Kenra Color Skill**, available now on the Amazon Alexa Skills Store. For stylists across North America, the launch – a first in the industry – marks a significant leap forward into faster, more efficient color backbar stations.

The hands-free skill offers three primary educational areas: color conversions, mixing instructions and processing times. Alexa can now help them serve their clients more efficiently with a fraction of the mess while perfecting their craft with information that goes beyond the fingertips. Once enabled, customers can ask things like “Alexa, ask Kenra Color what is the processing time for Kenra Permanent Color.”

“We believe that voice is the perfect technology for the private color bar section of the salon, and we continue on our mission to find and develop simpler, more efficient ways to combine tech innovation with education, specifically for our professional stylists.” said Ryan Brown, Digital Director at Kenra Professional[®].

The Kenra Color skill offers conversion support for the top twenty-five permanent shades of the industry’s leading brands. The skill assistant also helps stylists to quickly determine the best mixing ratio for Kenra Color permanent and demi-permanent lines, including often-tricky gray coverage ratios.

The launch marks a first for the professional industry. In turn, Kenra Color skill allows stylists to give their clients a great experience without the messy issues that can arise when a manual is required.

Amazon Alexa is already one of the most familiar smart assistants in the United States today. While consumers are used to controlling their smart home devices with voice commands,

businesses are only just starting to understand the productivity advantages that industry-specific smart assistants can offer in multiple domains.

“Voice is one of the fastest-growing segments in the technological industry. We firmly believe that voice is the future in private spaces of homes and businesses,” added Brown. “From smart speakers to portable smart headphones, the frictionless, time-saving aspects of voice technology will only accelerate the adoption.”

Professional hair stylists will now be able to join the smart assistant revolution with a tool created especially for their needs while also enjoying Alexa-enabled devices other functions to boost their salon’s reputation and services. Kenra Professional® plans on further updates and developments to the skill to be released later this year. While also researching and developing additional tools *using Amazon Alexa*, promising a suite of dedicated, voice-activated tools to solve tomorrow’s issues, today.

The Kenra Color Skill is available on the Amazon Alexa Skills Store at:

<https://www.amazon.com/Kenra-Professional-Color/dp/B07SCQQ2YL/>

Media Kit:

<https://kenra.box.com/s/pov24eosuzvgvm4bujkwtdt2zaj02dt1>

For more information about Kenra Professional®, please visit

<http://www.kenraprofessional.com/>

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About Kenra Professional®

Founded in 1929, Kenra Professional®, a Henkel brand, has a passion for developing award-winning, performance-driven products. The company has developed a unique relationship with hair stylists who rely on Kenra Professional’s® products to deliver the desired looks and styles demanded by today’s clients. Kenra Professional® strives to elevate the artistry and craft of stylists across the United States today. For more information, please visit Kenra Professional’s® website.

Website: <http://www.kenraprofessional.com/>

Instagram: <https://www.instagram.com/kenraprofessional/>

YouTube: <https://www.youtube.com/kenraprofessional>

Facebook: <https://www.facebook.com/KenraProfessional/>

About Henkel in North America

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners, as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of around 6 billion US dollars (5 billion euros) in 2018, North America accounts for 25

percent of the company's global sales. Henkel employs approximately 9,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com.

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