



## Press Release

June 11, 2019

Almost 30 million contributions to healthy meals

### **Somat and Pril support UNICEF's global nutrition program to help malnourished children and communities**

- Part of global #enjoytogether initiative of dishwashing brands Somat and Pril building on the belief that nothing brings people closer together than a good meal
- The partnership with UNICEF aims to increase assistance to children suffering from malnutrition. The funding will support contributions to healthy diets.
- Active involvement of consumers across Europe: "1 product = 1 contribution to healthy meals"

Düsseldorf – Only 1 in 6 children in low- and lower-middle-income countries receives a minimum acceptable diet and 50 million children are threatened by acute malnutrition. With its global nutrition program, the United Nations Children's Fund UNICEF, is working to provide children, families and communities that need it the most with access to healthy and nutritional diets.

#### **Increasing accessibility to quality meals**

Henkel is the first German consumer goods company partnering with UNICEF in a multinational fundraising campaign in the field of nutrition: Henkel's Laundry & Home Care brands Somat and Pril teamed up with the organization to help improve the diets of children globally for better growth and development. The partnership is part of the brands' initiative #enjoytogether – the first common global communication platform for both brands building on social influencer and partnership activations.

"We introduced the #enjoytogether initiative as a global movement building on the belief that nothing brings people closer together than a good meal. But what's more important: Quality meals are not accessible by everyone – by partnering with UNICEF, we want to contribute to help end malnutrition," says Nuría Ribe, Head of International Marketing Laundry & Home Care at Henkel.



“Through supporting its global nutrition program, we will make almost 30 million contributions to healthy meals for children and communities alone in 2019.”

### **Support of UNICEF’s global nutrition program**

“Despite much progress, malnutrition and hunger continue to prevent countless children worldwide from developing healthily. These children urgently need help. We at UNICEF are delighted to have gained such a strong partner in Henkel. Together, we want to continue working to master these great challenges. On behalf of the children, we would like to express our sincere thanks for their support,” says Christian Schneider, Executive Director, UNICEF Germany.

In detail, Somat and Pril will support UNICEF’s work in nutrition by contributing to the care for children with malnutrition. This includes the education for mothers and caregivers in health facilities and communities, the fortification of foods with vitamins and minerals, the support of breastfeeding and complementary feeding and the treatment of children with severe acute malnutrition.

### **Activation of the partnership**

The collaboration with UNICEF will be activated in 2019 through special editions of Somat and Pril in ten countries: Germany, Italy, Spain, Turkey, Poland, Czech Republic, Slovakia, Hungary, Slovenia and Croatia. Following the principle “1 product = 1 contribution to healthy meals”, consumers actively participate in the brands’ support to help children and communities in need. The first promotion supporting UNICEF’s global nutrition program was launched in May in Turkey and Italy, Germany will follow later in summer.

### **About UNICEF**

UNICEF is the United Nations Children's Fund. Every child in the world has the right to a childhood – UNICEF is there to make this right a reality. UNICEF was founded in 1946 to help children in devastated Europe after the Second World War. Today, UNICEF works in 190 countries worldwide to ensure that every child can develop healthily, grow up in a protected environment and go to school – regardless of religion, skin colour or origin.

### **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 around 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](http://www.henkel.com).

**Photo material is available at [www.henkel.com/press](http://www.henkel.com/press)**

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