



Press Release

September 25, 2019

Professional Haircare Brand Sexy Hair® Has Environmental Social Responsibility
Top of Mind

Caring is Sexy

Los Angeles, CA – [Sexy Hair®](#), the professional hair care brand and creator of the award-winning Big Sexy Hair Spray & Play hairspray, puts socially responsible initiatives and brand innovations top of mind. Whether it's about focusing on local activations in California or thinking on a larger scale, the brand is making sustainability a high priority.

Recently, during the annual Sales Meetings, the brand worked with Los Angeles based organization, Heal the Bay, for a beach cleanup right in its own backyard. Covering a mere half-mile stretch of the beach in Venice, California, 70 Sexy Hair® team members scoured the surrounding area and collected an astonishing 52 pounds of trash and shockingly over 2,500 cigarette butts - a state where smoking on California beaches is illegal. Heal the Bay is a renowned environmental nonprofit dedicated to making the coastal waters and watersheds of Greater Los Angeles safe, healthy and clean.

“Loved seeing our team come together to give back to our local community,” said Caleb Foltermann, General Manager for Sexy Hair®. “This is only a small start to larger scale efforts that we are slated to start rolling out for the brand that will in hopes have a bigger impact on our part of social responsibility globally.”

Sexy Hair® is currently working on phasing in bottles created with up to 95% Post Consumer Resin (PCR) materials with the relaunch of the Big Collection and has set a goal to fully transition to have PCR all plastic products by the end of 2020.

As part of Henkel, the Sexy Hair® brand is part of a global sustainability commitment to a circular economy for plastic and sustainable packaging, which includes the target of making 100 percent of its Laundry & Home Care and Beauty Care packaging recyclable, reusable or compostable by 2025.

About Sexy Hair

Sexy Hair was founded in Los Angeles in 1998 by Michael O Rourke. He was inspired by the diversity of the city and the many styles that defined what the word sexiness embodies. Whether it be effortless beachy cool, individual street style, or ravishing red carpet looks, he saw sexy as more than a look, but rather a feeling. Headquartered in Los Angeles, Calif., Sexy Hair became widely known for its “big red can” and has become the #1 selling professional hairspray brand in the U.S. with one can sold every four seconds. Today, Sexy Hair is a brand of Henkel and distributes professional hair care products in more than 54 countries and 60,000 licensed salons across the U.S. For more information on all Sexy Hair products and where to find them, please visit www.sexyhair.com. You can also visit us on [Facebook.com/SexyHair](https://www.facebook.com/SexyHair) and on Twitter [@SexyHair](https://twitter.com/SexyHair).

About Henkel in North America

In North America, Henkel operates and holds leading positions across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. 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.

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.

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