



Press Release

October 1, 2019

Our next generation in hair color, SPARKS provides optimal products with innovative digital capabilities.

SPARKS, a professional hair color brand designed to ignite the next generation of stylists, launches exclusively in SalonCentric

Los Angeles, CA - SPARKS, the future in professional hair color, is launching exclusively in SalonCentric and State|RDA stores nationwide and online. SPARKS, a Henkel brand within its Beauty Care Hair Professional business, reinvents a digital approach to stylists as a line that's tailored to future and current generations with a relatable, raw, unfiltered focus on the professional hair industry, delivered the way they want it. With SPARKS' future-forward vision, professional hair colorists ignite their artistry with an inclusive, supportive, online color community that offers interactive digital capabilities, education and support to help enable their success. Combined with a low cost, low inventory commitment and exclusive technology that works on all hair types, SPARKS is our next generation of hair color.

"With SPARKS, we wanted to create more than just a product line, but a brand that speaks to the upcoming generation of hair stylists and gives them a place to thrive," said Stefan Mund, Regional Head, Henkel Beauty Care Hair Professional North America. "The impressive innovation and digital capabilities behind SPARKS make it a great addition to our strong portfolio of existing brands within the Henkel Beauty Care Hair Professional business."

Next generation color needs next generation technology. SPARKS introduces 86 permanent shades across 8 tonal families formulated with the **DUAL ACTION COLOR SYSTEM**: an advanced system comprised of two exclusive technologies that work simultaneously during the color process. The DUAL ACTION COLOR SYSTEM utilizes:

- **Color Binding Technology:** two powerful amino acids that drive color molecules deep into hair and strengthen weak strands to reduce breakage and fight hair color fading
- **Smart Oleo System:** three **Micro Oleo Agents** that work within the hair's cuticle layers to repair broken sites and replenish naturally occurring lipids for a mega dose of hydration

The result? Stronger, hydrated hair with restored vitality, smoothness and vibrant tonality. SPARKS hair color allows for an expanded clientele with varying hair types. The line focuses on technology and works to reconstruct the hair during the service, making SPARKS a choice for all hair types and textures.

SPARKS changes the game with one of the industry's first **COLOR TRANSFORMER DROPS**. Imagine having two complete permanent and demi-permanent color collections without having to make space for both! Our revolutionary product instantly converts permanent color into demi-permanent hair color in just one simple step! The innovative transformer technology works by reducing the pH of permanent mixed hair color formulas to create a tone-to-tone, deposit-only match that's gentle on hair. Stylists save valuable salon space while simultaneously expanding their service offerings.

SPARKS' promise to evolve the digital landscape begins in the palms of stylists' hands: introducing the interactive app! These features blend exciting new technologies with convenience to benefit stylists behind the chair:

- **"Try Me" Augmented Reality experience**, elevating the client consultation process by inviting them to visualize themselves in any SPARKS shade then talk through the process with their professional stylist.
- **Formulator**, where stylists can color with confidence utilizing an industry-first AR-powered color formulator tailored to individual client needs and target color.
- **Virtual swatchbook** for instant viewing and searching through the SPARKS color families. It's also paired with an interactive, curated platform where users can upload their formulas and share with others.
- **Customer support**, a direct line to the SPARKS Customer Experience Team for real-time solutions, color questions, product information and more.

- More to come!

SPARKS hair color portfolio offers premium performance at an accessible price for the future and current generations of stylists. In addition to the 86 permanent hair color shades and the COLOR TRANSFORMER DROPS, SPARKS is also introducing:

- Powder Lightener formulated with powerful amino acids Lysine and Arginine to help nourish and protect fragile hair during the lifting process
- Developers for every need, including 7, 13, 20, 30 and 40 Volumes
- Five semi-permanent creative color options
- Six true-to-tone, vibrant toners

SPARKS launches **October 1** at SalonCentric and State | RDA stores nationwide at \$4.25 per color tube.

To learn more about SPARKS, download the iOS app via the Apple App Store, or Google Play Store for Android, and visit <https://www.sparkscolor.com/>.

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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.

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

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