



## Press Release

October 23, 2019

Henkel Beauty Care supports Locks of Love and National Breast Cancer Foundation

### **Henkel observes Breast Cancer Awareness Month with hair donation event**

Stamford, CT – Henkel, a leading provider of haircare solutions, hosted its second annual hair donation event today at its North American Consumer Goods Headquarters in Stamford, Connecticut to commemorate Breast Cancer Awareness Month.

Volunteer Henkel employees, friends and family members received haircuts from a Henkel stylist, each donating at least 10 inches of their hair to national nonprofit organization Locks of Love, which provides high quality hair prosthetics to financially disadvantaged children in need. Many Henkel employees also made a financial donation, and received a pink stripe in their hair, courtesy of Schwarzkopf® brand göt2b® Temporary Pink Hair Chalk. All donation proceeds benefitted the National Breast Cancer Foundation, a nonprofit organization that supports those affected by breast cancer through early detection, education and support services.

The event, held in the Test Salon of the newly opened Henkel Experience Center, was sponsored through the Schwarzkopf® brand's Million Chances program, as one of its 2019 activities. This program is a global initiative supporting non-profit organizations that empower women around the world to build a successful personal and professional future.

The Schwarzkopf® brand has partnered with National Breast Cancer Foundation for the past two years and donated more than \$22,000 through company and employee contributions.

“We are humbled and pleased to hold today’s hair donation event supporting Locks of Love, and likewise gratified that we can support the important work of National Breast Cancer Foundation through our Schwarzkopf® brand’s Million Chances program to provide critical help and inspiring hope within our communities,” said Heather Wallace, Regional Head, Henkel Beauty Care Retail. “Henkel is proud to support a cause that is both meaningful and relevant to so many of our lives.”

Additionally, for the second year in a row, Henkel employees provided further support for National Breast Cancer Foundation by packing 50 Hope Kits full of comforting and helpful items for women undergoing treatment. The Hope kits were delivered to breast cancer patients at St. Vincent’s Medical Center in Bridgeport, Connecticut.

“The impact of Henkel’s contribution has reached hundreds of breast cancer patients and given many women what they need to bravely face the next part of their journey,” said Danae Johnson, Vice President of Strategic Partnerships, National Breast Cancer Foundation. “We greatly value the support of Henkel and its employees and thank them for their continued partnership and support.”

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

**About National Breast Cancer Foundation, Inc.**

Recognized as one of the leading breast cancer organizations in the world, National Breast Cancer Foundation (NBCF) is Helping Women Now® by providing early detection, education and support services to those affected by breast cancer. A recipient of Charity Navigator's highest 4-star rating for 13 years, NBCF provides support through their [National Mammography Program](#), [Beyond The Shock®](#), breast health education, and research programs. For more information, please <http://www.nbcf.org/>

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

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