

Henkel Beauty Care Press Release

Hamburg, February 2014

Line Extension OSiS+

Smashing Stylings with a wow effect: OSiS+ Volume Up and Wax Dust by Schwarzkopf Professional

Innovative formulas and unique consistencies for a wide variety of super cool looks: OSiS+ by Schwarzkopf Professional regularly sets new benchmarks when it comes to innovative vision and a deep understanding of the latest trends. This season, trendsetters go for styled, yet naturally looking looks. At home or in the salon – with OSiS+ you can kill the daily styling routine and get great inspiration for individual and creative styles. Two new innovative products by Schwarzkopf Professional, which are launching in February 2014, offer styling options with a wow effect: OSiS+ Volume Up is the first volume booster spray that delivers instant textured volume and natural movement. OSiS+ Wax Dust with its unique dust to wax consistency provides a dry texture and a natural hair feeling. OSiS+ Volume Up and OSiS+ Wax Dust are available from February 2014 in Schwarzkopf Professional Partner Salons.

Smashing, instant volume with OSiS+ Volume Up!

Volume at the roots and throughout the lengths, a beautiful texture and a natural hair movement: OSiS+ Volume Up provides all of these benefits with just a single application. Following the “strong but natural volume”-trend, this spray-on style booster with medium hold provides incredible volume instantly, without compromising on the hair’s natural movement and feel. The formula with the breakthrough Flex-Web technology enwraps the hair in a weightless flexible polymer web. In the salon or at home – OSiS+ Volume Up makes volume hair styles simple, even without a hairdryer! And the best: The trendy look can be reactivated easily during the day.

Wax Dust for the extra WOW

Trendsetters dream about natural, dry, textured looks and Schwarzkopf Professional has the answer to it: OSiS+ Wax Dust is a new product with a unique new consistency. Hand warmed the powdery consistency of the Wax Dust transforms into a lightweight creamy wax. The combination of a new kind of silica, a sugar and alcohol solution, and an emulsifier creates a very creamy wax. Compared with other waxes, the powder particles provide a drier texture. It enables styles with flexible definition and a remouldable hold without any greasiness. “To keep on styling creative looks you need innovative products: OSiS+ gives salon professionals precisely these products”, says Schwarzkopf Professional Ambassador Mustafa Yanaz. “Wax Dust is also great for styling long hair.”

OSiS+ Volume Up, 250 ml
OSiS+ Wax Dust, 15 g

The new OSiS+ Volume Up and Wax Dust are available exclusively in Schwarzkopf Professional Partner Salons from February 2014.

For further information please visit www.schwarzkopf-professional.com or www.press.henkel.com

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16,510 million euros and adjusted operating profit of 2,335 million euros in fiscal 2012. Henkel's preferred shares are listed in the German stock index DAX.

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