

Henkel Beauty Care Press Release

Hamburg, August 2013

Schwarzkopf Professional launches OSiS+ Session Label

Ultimate styling performance straight off the catwalk!

The bustle and dash of the backstage during an international fashion show, a professional photo shoot or an exclusive celebrity styling – these are the kind of situations where top stylists need to rely on precise and high performing products for inspiring catwalk styling results. Products ensuring the results that professional session stylists demand are an absolute must. The new OSiS+ Session Label range by Schwarzkopf Professional unites precise styling performance with premium catwalk styling quality, giving stylists exactly what they need to create stunning catwalk styles. The range, which includes Strong Hold and Flexible Hold Hairspray, Salt Spray, Silk Shine Cream and Moulding Paste, enables infinite styling variations and delivers results that look as if they've stepped straight off the catwalk. The range is presented in a clean black design and is available from September 2013 exclusively in Schwarzkopf Professional Partner Salons.

With OSiS+ Session Label your styles will always be in the front row

During a fashion show or a photo shoot, hair stylists need to create a variety of highly creative, individual and precise styles under extreme time pressure. Stylists expect their products to provide top performance. Tyler Johnston, Schwarzkopf Professional Global Ambassador, has worked on photo shoots for international glossy magazines, and he knows exactly what session stylists need: "The products need to perform immediately but remain invisible. And most importantly of all, they must be non-overburdening and easy to remould. The hair is restyled several times during one show or photo shoot, and we simply have to rely on our products." OSiS+ Session Label was formulated precisely with these needs in mind. The range presents two new-generation hairsprays with an instant-dry formula allowing to be sprayed very evenly on the hair, including instant-dry results and memory effect. They give the style dependable hold, are easy to brush out while keeping the hair in place. Weightless shine-enhancing and mattifying products like the Silk Shine Cream and Moulding Paste round off the subline and offer a solution for any session styling.

VIP feeling for salon clients

With the innovative OSiS+ Session Label subline, Schwarzkopf Professional not only inspires hairdressers' creativity, but also allows them to offer their clients an exclusive VIP treatment. Bringing their creative potential onto the next level, hairdressers can leverage the idea of ESSENTIAL LOOKS even better in their day-to-day salon work by transforming catwalk looks into individual salon styles - making each client feel really special.

OSiS+ Session Label Flexible Hold Hairspray: Provides strong hold that remains flexible. A new spray nozzle technology ensures an ultra-fine spray and even distribution. The instant-dry formula with memory effect is easy to brush out and still keeps the hair in place. A great product to demonstrate different styles and looks to clients or to give a look a flexible finish! 300 ml/ 500 ml

OSiS+ Session Label Strong Hold Hairspray: This Strong Hold Hairspray is a great choice for styles that need a finish with an extra strong hold. The fine, instant-dry spray covers the hair and delivers ultra-strong hold. The spray can be brushed out without leaving any residue. 300 ml/ 500 ml

OSiS+ Session Label Moulding Paste: The ideal product to mould and add texture to hair. Thanks to the great consistency the Moulding Paste provides strong hold without overburdening the hair, giving styles a cool, matte finish. 75 ml

OSiS+ Session Label Silk Shine Cream: Shiny looks straight off the catwalk. A wonderful solution to create a silky shiny finish without overburdening the style. 150 ml

OSiS+ Session Label Salt Spray: Create trendy fashion accents! The Salt Spray provides ultimate structure without weighing hair down for tousled beach looks as featured at the international fashion shows. 200 ml

Being a must-have for fashion victims, OSiS+ Session Label creates a fashionable impact in the new black design and is available from September 2013 exclusively in Schwarzkopf Professional Partner Salons.

Photos are available online at: <http://www.henkel.de/presse>.

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.

Contact

Schwarzkopf Professional

Public Relations

Sylvia Lipiec

Phone: 0049 (0)40 – 8824 - 2288

Fax: 0049 (0)40 – 8824 - 2240

E-Mail: sylvia.lipiec@henkel.com

Henkel AG & Co. KGaA

PR Agency

NICOLE WEBER communications GmbH

Kerstin Diehl

Phone: 0049 (0)40 – 41 49 48-37

Fax: 0049 (0)40 – 41 49 48-70

E-Mail: k.diehl@nicoleweber.de