

Press Release

November 20, 2017

#BLONDSTARS - Schwarzkopf Professional is official world record holder

“We are #BLONDSTARS!” – Schwarzkopf Professional breaks GUINNESS WORLD RECORDS™ title

On November 19, 2017, Schwarzkopf Professional has again proven its expertise in hair color with a one of a kind world record. In cooperation with GUINNESS WORLD RECORDS and media partner TOP HAIR, Schwarzkopf Professional hosted a unique event: a team of 299 hairdressers from all over Germany created 299 creative blonde looks simultaneously and thus achieved the GUINNESS WORLD RECORDS title for *Most people dyeing hair*.

“Blonde is more than just a hair color. It's an emotion, a lifestyle, a statement,” says Lesley Jennison, Global Color Ambassador of Schwarzkopf Professional. Blond is undisputedly the royal discipline of hairdressing and Schwarzkopf Professional celebrated this in an unprecedented event. The goal was not only to celebrate blonde in all its facets, but to set a statement for the industry – together with 299 hairdressers and a unique blond world record. We are official GUINNESS WORLD RECORDS title holders!

Under the theme #BLONDSTARS, more than 299 hairdressers, 299 models, 58 employees from Schwarzkopf Professional and, of course, representatives from GUINNESS WORLD RECORDS, the ultimate global authority for world records, and media partner TOP HAIR, the leading European trade magazine for hairdressers, were invited to write history together.

The anticipation and excitement was felt right from the beginning. After being successfully accredited, all models and participants received a detailed briefing on the record regulations. “For the *Most people dyeing hair* GUINNESS WORLD RECORDS title to be official, all hairdressers had to start with their color service simultaneously, each participant was only allowed to dye one model each and the color change per model had to be truly noticeable,” says Lena Kuhlmann, official adjudicator of GUINNESS WORLD RECORDS. In addition to Mrs. Kuhlmann, 18 other independent witnesses and stewards were present to check that these regulations were fulfilled in each case.

The GUINNESS WORLD RECORDS title attempt kicked off with a countdown and 299 hairdressers then started showing their art: whether it was honey, caramel or toffee blonde tones, an inspiring platinum blonde, highlights or a Bayalage look – 299 creative and individual blonde looks made the hall shine. No effort was spared to set

the record: 900 bowls and brushes, 370 trolleys, 2,600 colour tubes, 2,000 towels, 3,220 liters of developer and much more were in continuous use.

Highlight of the day was the BLOND SHOW with Lesley Jennison. The world-renowned colorist and Global Colour Ambassador from Schwarzkopf Professional also created six inspiring and on-trend blonde looks the same day and presented them in a fascinating live show on the big stage. Immediately afterwards followed a spectacular and unique catwalk of all the successfully dyed models, accompanied by a final record countdown. With a total of 296 successful hair dyed, Schwarzkopf Professional and the participating salons were officially named a GUINNESS WORLD RECORDS title holder by GUINNESS WORLD RECORDS. Representing Schwarzkopf Professional and all participants, Christian Melcher, General Manager Schwarzkopf Professional Germany, received the official certificate.

Further information and details about the participating salons can be found at <http://www.schwarzkopf-professional.de/skp/de/de/home/weltrekord.html>

About Henkel

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Photo material is available at www.schwarzkopf-professional.com or www.henkel.de/presse.

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