



## Henkel Beauty Care Winners Fact Sheet

November 2018

### Schwarzkopf Million Chances Award 2018

Winner of the Million Chances Award Category Build Up:  
**Desert Flower Foundation**

Worldwide 200 million girls and women are affected by Female Genital Mutilation (FGM). In Africa itself 30 million girls are threatened by the practices of FGM. The goal of the Desert Flower Foundation is to educate and inform people worldwide, to support women affected by FGM and to save young girls. One of the keys to preventing FGM and leading a self-determined life is education. Countries with a high illiteracy rate are also the countries with a higher dissemination of FGM. In Africa, only one of around 30 school children owns a book. Through an educational campaign the Desert Flower Foundation aims to tackle the dissemination of FGM. By distributing 1 million "Desert Flower educational boxes" free of charge to schools around Africa school children receive essential school supplies as well as their first reading book.

Winner of the Million Chances Award Category Move Up:  
**Girls' Day**

Many girls make their career choices depending on gender, shaped by social role models. More than half of the girls in Germany choose from only ten training occupations. The Girls' Day – Girls Future Day – provides girls first insights into previously unknown working environments with the aim of expanding the career choice spectrum of girls. Thus, the initiative contributes to greater diversity and equal opportunities. The nationwide project for career choices and study preferences enables girls to get to know about jobs or subjects of studies in which the proportion of women is less than 40 percent. Various technical and scientific companies or research institutions open their doors for girls from 5th to 10th grade on one day a year. The Girl's Day was introduced to help girls make their career choices according to their individual interests and competencies – free of gender stereotypes. Henkel



schauma syoss



DIADERMINE

Theramed

has been participating in the initiative for many years. Once again, this year, around 100 schoolgirls were given an insight into technical careers at Henkel.

Winner of the Million Chances Award Category Start Up:

### **Social Business Women**

The Social Business Women initiative supports socially, economically or health disadvantaged women to re-enter the professional life. Since 2014, Social Business Women has advised, trained and networked more than 2,700 women in Germany and thereby given them a perspective. By doing so, women should be encouraged to use their own resources, and to create a successful future career with their own innovative ideas. The aim of the project is to integrate women into business life and to offer them the opportunity to participate in social processes.

Winner of the Public Voting:

### **Frauen in Bewegung**

The Association “Frauen in Bewegung” was founded in 1985 – at a time when martial arts was largely dominated by men. This makes it one of the first martial arts clubs especially for women. The physical and psychological strengths of girls and women of all ages, nationalities or religions, skin color, and sexual orientation are encouraging through the provision of various courses. Martial arts such as Taekwonmoodo, self-defense, and violence prevention in the association itself, schools or mosques should strengthen the self-confidence of women (“empowerment”).

### **About Schwarzkopf**

120 years ago, chemist Hans Schwarzkopf laid the foundations for a truly international brand that stands for quality, reliability, expertise and innovation. Today, Schwarzkopf is a global pioneer in hair cosmetics. It is the leading hair care brand in Europe for color and styling, and the most successful hair cosmetics brand in e-commerce in China. Schwarzkopf, Henkel Beauty Care’s largest brand, generates revenue of approximately € 2 billion (2017) in over 60 markets worldwide, in branded consumer goods and the professional hair salon industry. Its brands include hair colorants like Palette and Color Expert, as well as hair care and styling brands like Schauma, Gliss Kur, Taft and got2b.

### **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 2017, Henkel reported sales of 20 billion euros and adjusted operating profit of around 3.5 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to 6.4 billion euros. Henkel employs more than 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).

**Photo material is available at <http://www.henkel.com/press>**

## **Contact**

### **Press office at Henkel Beauty Care**

Henkel Beauty Care Brand Communication  
Nicola Surholt  
Telephone: +49 211 797 1637  
Telefax: +49 211 798 8518  
E-Mail: [nicola.surholt@henkel.com](mailto:nicola.surholt@henkel.com)

### **PR agency**

Ketchum Pleon GmbH  
Telephone: +49 211 9541 2201  
E-Mail: [henkelbeautycare@ketchumpleon.com](mailto:henkelbeautycare@ketchumpleon.com)