



## Press Release

April 21, 2020

Supporting Beauty Professional partners amid COVID-19

# Henkel Beauty Care Hair Professional business supports The Professional Beauty Association's COVID-19 Relief Fund

Culver City, CA

Henkel North America's Beauty Care Hair Professional business today announced that the Company will donate \$200,000 to The Professional Beauty Association (PBA) to support the PBA COVID-19 Relief Fund, designed to help support licensed beauty professionals who have not been able to work or are experiencing financial hardships due to the COVID-19 outbreak.

The PBA is the largest and most inclusive trade organization representing the entire professional beauty industry. Henkel North America's Beauty Care Hair Professional, which includes leading professional brands such as Alterna, Joico, Kenra, #myidentity, PRAVANA, Schwarzkopf Professional, Sexy Hair and Zotos Professional is a proud Visionary Member of PBA and supports the organization through membership, volunteer efforts and advocacy for the professional beauty industry.

"Hairdressers are at the heart of what we do. This is a time to come together to show our support and positively impact our hairdresser community," said Stefan Mund, Regional Head, Henkel Beauty Care Hair Professional North America. "Our business consists of salons, hair stylists, barbers, educators and end consumers who visit their stylists and salons. We want to do our part to help salon professionals to get back to work successfully."

“We are thrilled that Henkel has contributed to the PBA COVID-19 Relief Fund, which supports licensed beauty professionals experiencing financial hardships during this unprecedented pandemic,” shares Steve Sleeper, executive director of PBA.

“Henkel’s support directly enables more bills to be paid and necessities to be purchased, while showcasing the sheer strength and unity of this industry.”

To further demonstrate support, Henkel’s Beauty Care Hair Professional is donating over 200,000 units of hair product and monetary funding to organizations such as Beauty Changes Lives, Dress for Success, Seattle’s Union Gospel Mission and Project Beauty Share, reaching frontline employees in hospitals and those in need in major hot spots – Los Angeles, New York and Washington.

Henkel is fully committed to support efforts around COVID-19 across the globe, and recently launched a comprehensive [global solidarity program](#) to support employees, customers and affected communities. Henkel corporate will donate €1m to the WHO/UN COVID-19 fund– €1m to support regional organizations and 5 million units of personal and household hygiene products to aid communities in the fight against the global pandemic.

#### **About The PBA**

We’re the Professional Beauty Association. We believe in redefining what it means to be a beauty professional in today’s world by connecting, understanding, educating, celebrating, and fighting for the community that we -- collectively -- stand for and serve, whether you’re working behind the chair or running a beauty brand. We aim to make your job easier through providing news, resources, blueprints, advocacy, recognition, and community, so you can focus on the things you love, like creating and growing your business. We’re in the trenches with you, and out there advocating for you; because we are all in this beautiful industry together -- connected by beauty, united by passion. For more information, please visit [www.probeauty.org](http://www.probeauty.org).

#### **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 2019, North America accounts for 26 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), and on Twitter [@Henkel\\_NA](#).

#### **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 2019, Henkel reported sales of more than 20 billion euros and adjusted operating profit of more than 3.2 billion euros. Henkel employs more than 52,000 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).

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