



Press Release

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Henkel's Nature Box takes a holistic approach to beauty

Henkel launches Nature Box, a high performing beauty brand, with 100% cold pressed oils

Stamford, CT— Henkel is extending its Beauty Care portfolio with the launch of Nature Box, a new brand that combines effective beauty care with cold pressed oils and certain sustainably-sourced ingredients. With five product lines featuring cold pressed oils, Nature Box hair and body care products are vegan, and many are created without the trending consumer ingredient topics of interest such as sulfates, silicones, parabens, and artificial colorants. In addition, Nature Box ingredients are packaged and labelled to encourage consumer recycling.

Cold pressed oil technology

Nature Box's five product lines feature oils extracted from the heart of fruits and nuts by a process called cold pressing. Cold pressing oils involves exerting pressure, without using excessive heat, so that the natural oils are released from the ingredients. Cold pressing involves no chemicals and no hot processes. The cold pressed oils in Nature Box products are neither refined nor processed. Nature Box products are made with 100% cold pressed oil from coconuts, avocados, apricots, almonds, and macadamia nuts.

"Nature Box formulas with cold pressed oils help keep the skin from drying out, and are nourishing and refining, making skin and hair both healthy looking and soft," said Xenia Barth, Vice President, Marketing. "Nature Box meets a host of beauty needs from the tips of your hair down to the pores of your skin, so you can "unbox" the very best of you!"

A leader in sustainability

Nature Box also furthers Henkel's sustainability initiatives. "A product's origin and production should be as transparent and sustainable as possible," said Martina Spinatsch, Vice President R&D, Beauty Care North America. "Nature Box reflects our commitment here at Henkel to uphold these important values."

To support this ideology, Nature Box cooperates with international development organizations and supports farmers in sustainably cultivating raw materials. In India, Nature Box supports the producer Solvay and the non-profit organization TechnoServe in sustainably cultivating guar, a raw ingredient in Nature Box products, derived from the guar bean. In addition, Henkel also collaborates with the development organization Solidaridad in several countries, including Nigeria, to produce sustainable palm oil, an ingredient used in Nature Box.

When it comes to packaging, Nature Box supports Henkel's commitment to encourage consumer recycling. All Nature Box packages include a How2Recycle® label, to provide consistent and transparent on-package recycling information to the public. Additionally, for the majority of the Nature Box line, twenty-five percent of packaging is made from post-consumer recycled plastic. More information on How2Recycle can be found at www.how2recycle.info.

Nature Box Product Overview:

The Nature Box product range comprises 22 items, including 11 hair care and 11 body care products. The full product portfolio includes shampoo, conditioner and treatments for hair care, as well as body wash, body lotion, body butter and liquid hand soap.

About Henkel in North America

Henkel operates across its three business units – Adhesive Technologies, Beauty Care and Laundry & Home Care – in North America. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, professional hair care brand Sexy Hair®, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. North America is an important region for Henkel: With sales of around 5.8 billion US dollars (5.2 billion euros) in 2017, North America accounts for 26 percent of the company's global sales. Henkel employs more than 9,000 people across the United States, Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com.

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 22.6 billion US dollars (20 billion euros) and adjusted operating profit of around 3.9 billion US dollars (3.5 billion euros). Combined sales of the respective top brands of the three business units – Loctite®, Schwarzkopf® and Persil® – amounted to 7.2 billion US dollars (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.

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