



Press Release

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Effort to reduce salon waste released into the environment

Henkel's #AcademyofHair partners with Green Circle Salons

Culver City, Calif.– As part of its ongoing sustainability efforts, Henkel has recently formed a partnership between the #AcademyofHair and Green Circle Salons, a salon waste recycling program. The #AcademyofHair, located within Henkel North America's Beauty Care Hair Professional headquarters in Culver City, CA, is a world-class, multi-branded learning center and salon to showcase Henkel's North American professional haircare brands. Through this relationship, the #AcademyofHair will significantly reduce the amount of waste it generates by adopting green solutions to properly recycle and repurpose salon waste, including hair trimmings, metal and plastic containers and chemicals.

"The #AcademyofHair is dedicated to furthering its efforts to keep the planet beautiful and become a green salon, while providing a cutting-edge salon experience," said Stefan Mund, Regional Head, Henkel Beauty Care Hair Professional North America. "Our partnership with Green Circle Salons reflects Henkel's continued commitment to environmental sustainability and our overall mission to reduce our ecological footprint."

Green Circle Salons has provided Henkel with six types of recycling tubs, each one designated to a different type of waste in the salon. These items are then taken to their own recycling center. Appropriate training is given to employees to make sure materials are recycled properly.

"Green Circle offers a seamless process to easily and efficiently recycle our salon's waste," said Marc Stucky, Head of R&D and Regulatory, Henkel Beauty Care Hair Professional North America. "Green Circle estimates that 421,206 pounds of total waste are generated across the salon industry daily across North America. Through this partnership, the #AcademyofHair is doing its part to ensure waste is repurposed and diverted away from our waterways and landfills."

Founded in 2015, Green Circle Salons' mission is to reduce the amount of waste from salons that is released into the environment, and provide sustainability solutions to the salon, spa and barber industry. Green Circle's long-term goal is to make the

salon industry in North America completely sustainable by 2020 and to reduce the amount of carbon dioxide released by 121.3 gigatons.

To learn more about Green Circle Salons, visit: <https://greencirclesalons.com/>

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.

About Green Circle Salons

Green Circle Salons is on a mission to make beauty beautiful. Green Circle Salons proudly offers a comprehensive waste recovery and repurposing program that sets out to significantly reduce the beauty industry's negative environmental impact and help make the industry more sustainable. Since its inception in 2009 and supported by a constantly growing membership of 2,500+ salons, spas and barbershops across all of North America, Green Circle Salons has diverted more than 4 MILLION lbs of waste from landfills and waterways. Green Circle Salon's pathway to sustainability includes recovering and repurposing hair clippings into hair booms to help in oil spill cleanup and pet beds for disaster zones (used in Haiti following the 2010 earthquake); turning excess hair color into clean energy to be reinjected into local power grids; recycling foil into new consumer products; and more. Green Circle Salons partners with all beauty stakeholders (manufacturers and distributors) and is committed to giving back 5% of profits to local and international organizations to support programs for creative environmental impact and positive change. @greencirclesalons #makebeautybeautiful

Contacts

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