



Press Release

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“Game Time Stain Time” features Persil® ProClean® Detergent’s Superhero, “The Professional”

Persil® ProClean® Unveils new Super Bowl® TV Commercial

Stamford, Conn. – Henkel North America’s premium laundry detergent brand, [Persil® ProClean®](#), unveiled its new stain-fighting commercial today during Super Bowl LII®. The 30-second spot, which ran during the 2nd Quarter, featured Persil® detergent’s superhero, “The Professional,” played by actor Peter Hermann, who you may know from the television series “Younger”.

In the spot, “The Professional” comes through the television to tackle a “guac-ward” situation by directly interacting with a group of friends who were watching the big game together.

In Persil® detergent’s version of a ‘time out’, “The Professional” suddenly appeared on television to point out a big guacamole stain on the pink shirt of one of the friends. He then literally stepped out of the television and into the room. As the stunned, bemused group looked on, “The Professional” gave his “tip for that dip”: Persil® ProClean® laundry detergent delivers an exceptional clean to help tackle Game Day stains. After cleaning the guacamole stained shirt, “The Professional” stepped back into the television and threw the group a bottle of Persil®, leaving a friend wondering if they had all been hallucinating.

The spot, created by DDB New York, and directed by Tim Heidecker and Eric Wareheim from PRETTYBIRD, known for the “Tim and Eric Awesome Show, Great Job!”, is part of a larger integrated marketing campaign that includes a Persil® ProClean® Super Bowl® microsite (persilproclean.com/the-big-game), a series of short videos featuring “The Professional” on YouTube and Facebook, a content partnership with high profile influencers, and local market restaurant partnerships and product sampling.

Globally-renowned for more than a century in over 60 countries, the Persil® brand has been available to U.S. consumers since 2015. Within three short years, the exceptional stain-fighting, whitening and freshness of Persil® ProClean® has led to impressive



repeat purchase rates that continue to push the detergent category forward. The Persil® ProClean® brand portfolio, consisting of Power-Liquid® and Power-Caps®, can be found in stores nationwide.

Visit [Persil® ProClean®](#) to find a retailer near you and find @PersilProClean on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube.com](#).

Henkel in North America

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners, Schwarzkopf® hair care, Right Guard® antiperspirants, got2b® hair styling, and Loctite® adhesives. Visit www.henkel-northamerica.com for more information.

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 2016, Henkel reported sales of 18.7 billion euros and adjusted operating profit of 3.2 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to more than 6 billion euros. Henkel employs more than 50,000 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.

Photo material is available at www.henkel-northamerica.com/press

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