

Press Release

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New consumer tests center for Beauty Care products

Henkel opens “Beauty Insights” center in Düsseldorf

Düsseldorf – How exactly do consumers use styling products, shower gels or toothpastes? In Henkel’s “Beauty Insights” center, the company’s Beauty Care experts can now observe these consumer habits and directly transform insights into the design and development of new products. Henkel’s new consumer tests center located at its headquarters in Düsseldorf opened recently.

For many years, Henkel’s Beauty Care business unit has been incorporating extensive feedback from consumers into their innovation process. For example, there already are two test salons in Düsseldorf and Hamburg, where new hair colorations are applied. With its recently opened “Beauty Insights” center, Henkel is not only extending the already existing facilities in Düsseldorf but is also gaining insights into the use of further product categories – from body care to shampoos and styling products.

“Consumers use our Beauty Care products in their own individual way. Different trends, but also regional practices are the reason why we observe significant differences in consumer behavior. We can now analyze these differences in detail in our North American test center in Stamford and the ‘Beauty Insights’ center in

Düsseldorf and integrate these differences directly into our product development process,” says Thomas Förster, Head of Global R&D at Henkel Beauty Care.

Direct insights into consumers’ behavior

The experts are particularly interested in how consumers handle the products, how much water they use and how exactly they apply the product. Thanks to the test center, Henkel Beauty Care experts can now directly test and improve products and new developments with their consumers – and gain new inspirations for innovations. Furthermore, the “Beauty Insights” center provides an appropriate setting to gain authentic insights into consumers’ behavior: Product testers apply the particular products in fully equipped bathrooms and can be watched by the team of researchers – of course, under consideration of applicable privacy policies and strict guidelines.

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.

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Contact	Jennifer Ott	Hanna Philipps
Phone	+49 211 797-27 56	+49 211 797-36 26
E-Mail	jennifer.ott@henkel.com	hanna.philipps@henkel.com

Henkel AG & Co. KGaA