



## News Release

February 1, 2024

Further strengthening hair care business in attractive market

### Henkel to acquire Vidal Sassoon in Greater China

- **Well-known salon-inspired brand, complementing existing portfolio by addressing white spot in premium retail segment**
- **Step-change for Henkel Consumer Brands business in China**
- **Acquisition to significantly strengthen the footprint of Henkel Consumer Brands in the Chinese hair care market**

**Düsseldorf – Henkel signed an agreement to acquire the Vidal Sassoon brand and the related hair care business in Greater China from Procter & Gamble.**

Vidal Sassoon is a well-established hair care brand, with a salon-inspired image in the retail market. The addition of this brand complements the local portfolio of Henkel Consumer Brands in China by covering a white spot in the premium retail segment. The Vidal Sassoon portfolio focuses on the premium hair care segment with shampoos and conditioners, but also offers products around styling and treatments. The business holds a strong position in the Chinese market and generated sales of more than 200 million euros in fiscal year 2022/2023.

“As part of our strategic growth agenda, we are pursuing targeted acquisitions to actively shape and strengthen our portfolio. The transaction will be a step-change for our Consumer Brands business in China, providing the opportunity to further scale our business in one of our core categories in this attractive, growing market,” said Henkel CEO Carsten Knobel.

“We are excited about the opportunity to add this strong brand to our portfolio. It perfectly fits our strategic focus of expanding our competence in hair beyond our existing brands in the Professional and Retail space. With this acquisition, we are able to offer a complete portfolio of hair innovations to consumers in China – across Schwarzkopf, Schwarzkopf Professional, Shiseido Professional, as well as Vidal Sassoon,” said Wolfgang König, Executive Vice President Henkel Consumer Brands.



The acquisition is subject to customary closing conditions, including regulatory approvals.

### **About Henkel**

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is global leader in the market of adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in hair care and laundry & home care in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2022, Henkel reported sales of more than 22 billion euros and adjusted operating profit of around 2.3 billion euros. Henkel's preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with concrete targets. Henkel was founded in 1876 and today employs a diverse team of about 50,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations." More information at [www.henkel.com](http://www.henkel.com)

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