



GLISS™, the world-renowned hair repair line by Schwarzkopf, debuts its innovative hair identical keratin technology in Canada at Shoppers Drug Mart

New to Canada, GLISS™ Hair Repair by Schwarzkopf is the only full product line on the market that specifically addresses hair repair, in addition to other top consumer needs such as colour protection and volume. A global leader in hair-repair innovation for more than 60 years and available in several countries around the globe, GLISS™ offers unique hair identical keratin technology and proven hair repair results. With nearly 200 MILLION products sold worldwide each year, GLISS™ is NOW available in Canada at Shoppers Drug Mart and Pharmaprix stores.

"Everything we do to our hair, including heat styling, colouring and even environmental damage from the sun, weakens the hair structure. GLISS™, with hair identical keratin technology, is specifically formulated to repair damaged areas of the hair, up to 10 layers deep," says Meena Bajwa, Director of Marketing - Beauty Care, Henkel Canada. "When a cut seems like the only option, Canadians can now choose to repair, and get beautiful, healthy-looking hair with the help of GLISS™ products."

Hair is comprised of 80% keratin, a protein that gives hair its structure, strength and elasticity. Damaged hair loses keratin, resulting in a severely weakened hair structure. GLISS™ formulas contain hair-identical keratin that helps repair the hair from the inside out.

"One of the hottest style trends in Hollywood this year is shiny, healthy, natural-looking hair, regardless of the styling demands being put on the hair," says Peter Butler, hairstylist to some of Hollywood's A-list talent. "My clients know that hair strength, shine and volume are essential in creating the signature looks they want, both on and off the red carpet. Great hairstyles start with healthy hair."

GLISS™ Hair Repair products are designed to help restore dry hair, breakage and split ends; colour-treated, tinted and highlighted hair; and fine, lifeless hair that lacks volume. The brand's unique hair identical liquid keratin formulas have been shown to provide visible results in lab tests for colour retention, reduced breakage, added volume, strength, softness, shine and comb-ability/manageability.

The GLISS™ Canadian lineup includes five solution-based hair repair formulas:



GLISS™ Ultimate Repair™: A high-performance formula with 3x liquid keratin* to precisely repair extreme damage up to 10 layers deep and replace lost keratin, providing up to 90% stronger**, shinier hair that is soft and easy to comb. Available: Shampoo, Conditioner, and Express Repair Conditioner.

*compared to other GLISS™ hair repair lines

**with shampoo and conditioner



GLISS™ Ultra+ Moisture™: A creamy, intensely hydrating formula with Keratin Care-19, a complex that provides essential moisture for dry, stressed hair with up to 85% less breakage***. The combination of keratin and moisturizing ingredients helps to deeply repair hair from the inside, and provides surface reconstruction from the outside. Available: Shampoo, Conditioner, and Express Repair Conditioner.

***vs. untreated hair



GLISS™ Color Guard™: A breakthrough shampoo formula that provides a UVA/UVB filter and up to 12 weeks of colour protection for coloured, tinted or highlighted hair with conditioner, resulting in optimal colour retention and luminance. Available: Shampoo, Conditioner, and Express Repair Conditioner.



GLISS™ Oil Nutritive™: A deeply nourishing shampoo and conditioner formula for up to 90% fewer split ends. Designed specifically for longer hair that is prone to breakage and split ends, this non-greasy formula is enriched with eight beauty oils and keratin for intense care that deeply restores from length to tip without weighing down hair. The result is shiny, soft, healthy-looking hair. Available: Shampoo, Conditioner, and Weightless Oil Treatment.



GLISS™ Extra Volume: Designed to provide long-lasting volume and strength for fine, flat, lifeless hair, this formula is enriched with Collagen Complex to repair inner hair damage and lift hair from root to tip. The result is natural, weightless volume and bounce. Available: Shampoo, Conditioner, and Lift-Up Spray.

GLISS™ products are now available at **Shoppers Drug Mart** and **Pharmaprix** stores across Canada at \$9.99 SRP.

About Schwarzkopf

Schwarzkopf is one of the three market leaders of global hair cosmetic brand that focuses on quality, skill and innovation for more than 115 years. Started as the world's first innovative powder shampoo in 1910, Schwarzkopf expanded its various product portfolios and is currently available in 50 countries worldwide. Schwarzkopf constantly upholds consumer satisfaction and maintains its quality consistently. This is reflected through its slogan "Professional HairCare for You." It is owned by Henkel that operates worldwide with leading brands and technologies.

For more information visit www.schwarzkopf.ca

About Henkel Canada

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs almost 50,000 people and reported sales of \$20.1 billion and adjusted operating profit of \$3.2 billion in fiscal 2015. Henkel's preferred shares are listed in the German stock index DAX.

Media Contact:

Anita Gergich
LexPR Canada
416-542-9140 x3367
agergich@lexpr.com