



Sustainability at Henkel

Living our responsibility,  
shaping our future

Henkel

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# About Henkel

Henkel can look back on its 141-year history of success with pride. Today, we still aim to create sustainable value with everything we do – together with our employees, partners and stakeholders. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, technologies and innovations. We also take responsibility for the safety and health of our employees, customers and consumers, the protection of the environment and the quality of life in the communities in which we operate. In 2017, Henkel has again been listed in the Dow Jones Sustainability Index World and in the Dow Jones Sustainability Index Europe confirming our excellent performance among the leading companies in the Household Products category and our commitment to leadership in sustainability.

More information about sustainability at Henkel can be found in our Sustainability Report 2017:

 [www.sustainabilityreport.henkel.com](http://www.sustainabilityreport.henkel.com)

## Our business units

### Adhesive Technologies

Adhesive Technologies leads the global market with high-impact solutions. The business unit offers a broad portfolio of adhesives, sealants and functional coatings through both its Industry and its Consumers, Craftsmen and Building businesses.

#### Our top brands

**LOCTITE**

**TECHNOMELT**

**TEROSON**

### Beauty Care

Worldwide, the Beauty Care business unit is active in the Branded Consumer Goods business area with Hair Cosmetics, Body Care, Skin Care and Oral Care, as well as in the professional Hair Salon business. In both business areas, we hold top positions in numerous markets and categories.

#### Our top brands

  
Schwarzkopf

syoss



### Laundry & Home Care

The Laundry & Home Care business unit occupies leading market positions in both the Laundry and Home Care business areas. Our product portfolio ranges from detergents to dishwashing products and cleaners to air fresheners and insect control products.

#### Our top brands

**Persil**



**Purex**



# Henkel at a glance 2017

## Highlights

More than  
**53,000**  
 employees

More than  
**€ 20bn**  
 sales

**120**  
 nations represented  
 by our people

**40%**  
 of our sales generated in  
 emerging markets

More than  
**141**  
 years of brand and  
 technology success

More than  
**2,100**  
 social projects  
 supported



*“Creating sustainable value – our purpose at Henkel – is both the essence of our heritage and the ambition that guides our actions.”*

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**Kathrin Menges**

Executive Vice President Human Resources  
and Chair of Henkel's Sustainability Council

*Dear Friends of the Company,*

We want to create sustainable value through our entrepreneurship – for our customers, employees, shareholders and society. Sustainability is one of our corporate values that motivate and inspire each of our employees worldwide.

In 2017, we made clear progress in implementing our sustainability strategy and reaching our sustainability targets. We have taken a major step in this direction by training more than 50,000 employees to become Sustainability Ambassadors. This means that we have anchored our commitment to sustainable action even more firmly in our corporate culture and into the day-to-day activities of every single employee.

We can look back on continued progress and success in the area of sustainability for 2017. We are particularly proud of the fact that many of the world's leading rating agencies have recognized our achievements and progress with excellent ratings and have acknowledged Henkel as one of the world's leading companies in the area of sustainability.

Building on this foundation, we will continue to work with our partners to promote sustainability along the entire value chain.

*Kathrin Menges*

**Kathrin Menges**

# Overview of our sustainability strategy

## What are our sustainability aspirations?

We are committed to leadership in sustainability – this is one of our corporate values. As sustainability leaders, we aim to pioneer new solutions while developing our business responsibly and increasing our economic success.

## What strategy are we pursuing?

Our ambition is to achieve more with less. This means we create more **value** for our customers and consumers, for the communities we operate in, and for our company – at a reduced **environmental footprint**.

## What targets have we set ourselves?

Our 20-year goal for 2030 is to triple the value we create for the footprint made by our operations, products and services. We call this ambition to become three times more efficient **Factor 3**.

## What are our priorities for the coming years?

### Strengthen foundation

We already have a strong foundation with a successful track record. On the road to our long-term goal, we intend to further improve our performance over the coming years.

### Boost engagement

We want to further develop and foster the commitment of our employees to sustainability. Our employees make the difference – with their dedication, skills and knowledge.

### Maximize impact

We want to strengthen our contributions to addressing major global challenges and maximize the impact we can achieve with our operations, brands and technologies.



We concentrate our activities along the value chain on six focal areas that reflect the challenges of sustainable development as they relate to our operations.

# How do we drive sustainability at Henkel?

We are facing immense challenges: The global environmental footprint of humankind is already greater today than the planet's resources can sustain. For this reason, we need innovations, products and technologies that enhance the quality of life while consuming less input materials.



**Strengthen foundation**

We aim to use our decades of experience in sustainability to develop and implement solutions that are fit for the future together with our partners.

To reflect the growing importance of sustainability for our stakeholders and our long-term economic success, we are focusing on three key drivers:



**Boost engagement**

We aim to strengthen our foundation, boost employee engagement, and maximize our impact.



**Maximize impact**



*"In the past year, we have continued to strengthen our leadership in sustainability. Thanks to our clear priorities, the great commitment of our employees and, most of all, the strong cooperation with our partners along the value chain, we were able to make significant progress in many areas."*

**Hans Van Bylen**  
Chairman of the  
Management Board

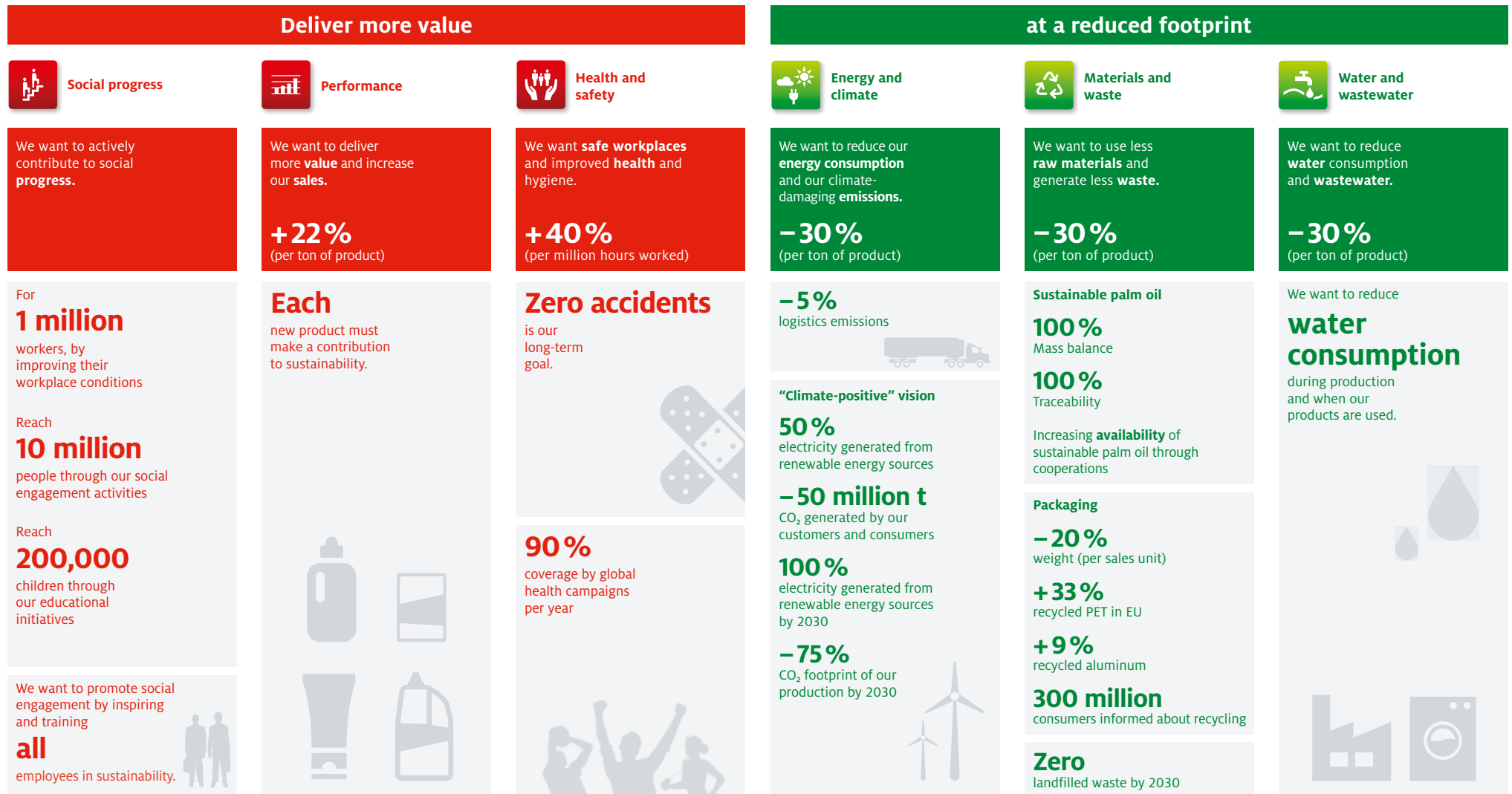


Strengthen foundation

Making measurable  
progress

# Overview of our targets

On the road to our long-term goal of “Factor 3” by 2030 we intend to further improve our performance over the coming years. We have therefore defined our medium-term targets for 2020 and beyond:





# Achievements 2017

In 2017, we made significant progress toward the achievement of these interim targets (base year 2010):



**+ 5 %**

more net sales per ton of product



**+ 17 %**

safer per million hours worked



**- 24 %**

less energy / CO<sub>2</sub> emissions per ton of product



**- 32 %**

less waste per ton of product



**- 24 %**

less water per ton of product

By 2017, we had improved our overall efficiency

**+ 43 %**

**Overall efficiency**

# External assessments



Henkel's performance in sustainability impressed external experts again in 2017. More information on external assessments:

[www.henkel.com/sustainability/external-assessments](http://www.henkel.com/sustainability/external-assessments)

# Our value chain

Together with our partners, we advance sustainability along the entire value chain:



## 1. Raw materials



Suppliers from around 110 countries

We develop innovative solutions and set standards for sustainability together with our suppliers and partners from around 110 countries.

## 2. Production



Henkel operates 188 production sites in 57 countries. At all of these sites we are working to reduce our environmental footprint while maintaining our high levels of quality and safety.

## 3. Logistics



Reduce transport emissions

We aim to reduce transport emissions by using improved logistics policies worldwide, such as by shifting transports from road to rail.

## 4. Industry and retail



Close cooperation

It is important to us to work hand-in-hand with our retail partners. We support our retail partners in their sustainability activities, for example, with eLearning and measuring instruments.

## 5. Consumers

90%



Our products are used daily in millions of households. Up to 90 percent of the environmental footprint of our products is generated during their use. For this reason, we seek to encourage responsible product use through targeted communication.

## 6. Disposal



-30%

By 2020, we want to reduce our waste volume by 30 percent per ton of product.

Boost engagement

Our people make the difference



# Training to advance sustainability

Our Sustainability Ambassador program aims to encourage our employees to engage even more strongly with the topic of sustainability.



More than

## 50,000

employees are already Sustainability Ambassadors.

Henkel wants its business activities to create sustainable value. This corporate goal connects all employees and goes hand-in-hand with our corporate values, which guide our decision-making and our actions. When it comes to implementing our sustainability strategy, it is our people who make the difference – through their dedication, skills and knowledge. They interface with our customers and drive innovation, develop successful strategies,

and give Henkel its unique identity. To strengthen and support our employees' engagement, we initiated the Sustainability Ambassador program in 2012. Since then, almost all our employees have completed the training either via an eLearning program or during team training sessions – and are now Henkel Sustainability Ambassadors.



Henkel's Sustainability Ambassadors visit schools to teach children how to use resources efficiently, like here in Kápolnásnyék, Hungary.



Learning by playing – elementary school children are taught how to handle our planet's resources responsibly. An Xintong and Gan Jiayu are proud of what they've learned at a holiday school in Shanghai, China.

## Making a contribution

We want to do more than just communicate information about sustainability to our employees: We also want to motivate them to become involved in sustainability. With their skills and knowledge, they can act as ambassadors to make a contribution to sustainability in schools, at our sites, by engaging our customers and other partners as well as within our social environment.

## The school project

Our Sustainability Ambassadors are encouraged to visit schools to teach children about sustainable behavior in the home. Schoolchildren learn how they can save energy and water in the bathroom, for example, through specially-designed teaching materials that emphasize interactive learning – and fun. We want to help the next generation understand how to use resources efficiently from an early age, because children are particularly open to learning new things.



More than

## 137,000

schoolkids reached in 53 countries.

**Being sustainable at work**

It is important for us to promote a healthy lifestyle among our employees, as well as to sensitize them to use resources like water and energy responsibly at our sites. Our initiative “(Y)our move toward sustainability,” which was introduced in 2014, is encouraging employees to make a contribution to sustainability in their day-to-day working life, for example, by turning off the light, avoiding unnecessary printing or eating healthily.



**Strong partnerships**

Together with our customers, we want to drive solutions toward a more sustainable future. Our “Say yes! to the future” initiative provides sales employees around the world with training in sustainability topics that goes beyond the content of the Sustainability Ambassador program. They then apply this knowledge in joint projects with our retail customers – in logistics, for example, or by promoting sustainable purchasing decisions. Exchanging international best practice examples for retail collaborations is another important component of the training courses, in order to initiate new forms of cooperation.



A team from Henkel Vietnam supported the building of a bridge for a local community in the An Giang province – one of the least developed areas in the country. The new steel bridge offers a safe and convenient way to cross the river, reconnecting the local community to essential infrastructure such as school, markets and hospitals.

**Help where help is needed**

Beyond our existing corporate citizenship programs, we offer our employees opportunities to engage in charitable projects and to make a contribution to

our social environment. The engagement opportunities allow long-term regular engagement with NGOs as well as short one-time involvement through teaming up with other Henkel colleagues.



By 2020, we want to improve the quality of life of

**10 million**

people through our social engagement.

During the European Sustainable Development Week in Düsseldorf, Henkel employees wrote the next steps they planned to take as Sustainability Ambassadors on the Commitment Wall for all to see.

# Social engagement

Employees, retirees, customers and partners work together with Henkel and the “Fritz Henkel Stiftung” foundation to support social projects around the world.

Corporate citizenship has been an integral part of our corporate culture ever since the company was established by Fritz Henkel in 1876. Our lasting and long-term commitment to social involvement that goes beyond direct business interests was especially evident in the creation of the “Fritz Henkel Stiftung” foundation in 2011.

Henkel and the “Fritz Henkel Stiftung” support projects in the areas of education and science, social needs, art and culture, fitness and health, and ecology.

Across the world, organizations and private initiatives are dependent on people who are willing to volunteer in their free time. Current and former

Henkel employees are giving a helping hand where help is needed and doing their part for a better world: They are building bridges in Vietnam, teaching kids how to play soccer or building schools for underprivileged children.

[www.henkel.com/social-engagement](http://www.henkel.com/social-engagement)

Henkel employees from Bridgewater, New Jersey, USA, transformed a freight container into a classroom that provides underprivileged children in South Africa with access to education.



## Our four pillars



### Corporate volunteering

We support employees and retirees in their voluntary social engagement through the “Make an Impact on Tomorrow” initiative.



### Social partnerships

In social partnerships, we support social initiatives and public institutions at Henkel sites around the world.



### Brand engagement

In addition to Henkel's corporate-wide social engagement, our brands are also involved in partnerships with social initiatives and public institutions around the world.



### Emergency aid

After natural disasters, Henkel responds quickly and pragmatically, providing aid through our foundation, the “Fritz Henkel Stiftung,” wherever it is needed in the world.

# Little researchers

Stimulating children's spirit of discovery and passion for research – that is the goal of Henkel's "Forscherwelt" (Researchers' World). The international education initiative, which was launched at the company's headquarters in Düsseldorf, Germany, in 2011, is now available in eight further countries around the globe.

Children are curious – they want to understand the world around them. They are always looking for answers by trying things out, asking questions and observing their surroundings. That, in essence, is research. To spark a long-term interest in science in children, Henkel wants to provide them with an authentic research experience: Children are able to find out what it is really like to be a researcher first-hand through "Forscherwelt." In the specially developed children's program, curiosity and fun are encouraged. Mean-



In Russia, "Forscherwelt" courses have been taking place since 2014. These two young scientists from Moscow measure the pH value of vinegar.

while, the concept has been introduced in Argentina, Chile, Germany, India, Italy, Poland, Russia, Turkey, and the United Arab Emirates. With training courses for both external teachers and Henkel employees at the various locations, Henkel ensures that the program offers children the same standard of high-quality

education in every country. And the numbers speak for themselves: More than 20,000 children have already taken part in the initiative worldwide, discovering scientific secrets while completing more than 66,000 experiments involving gluing, washing, cleaning, cosmetics and sustainability.



More than

# 20,000

children worldwide have participated in "Forscherwelt" courses.



Left photo: Experts Khulood AlKhoori (left) and Inaas Ibrahim traveled all the way to Germany for a training workshop.

Right photo: In the "Forscherwelt" in Italy, a paper recycling experiment arouses the children's curiosity.



Maximize impact

# Creating shared value





# Sustainable palm oil

At Henkel, we strive to ensure that all of the materials related to palm oil and palm kernel oil that we buy and use in our products are produced through sustainable practices.



Henkel is partnering with the international development organization Solidaridad to promote sustainable palm oil and support smallholder farmers.

We recognize our responsibilities regarding the purchase and use of ingredients based on renewable raw materials.

Alongside environmental considerations, we place a strong focus on the rights of people who work in the palm oil industry or live in communities directly impacted by its activities. Our approach aims to drive physical progress toward sustainable palm oil and palm kernel oil – and make a positive impact on both the environment and the people affected by the industry.

Collaboration with representatives from across the industry is at the heart of our approach to supporting sustainable palm and palm kernel oil. Through partnerships, projects and dialog, we are able to engage with key players ranging from plantations, smallholder farmers and palm oil mills through to governments, non-governmental organizations and suppliers. These activities enable us to expand our contribution to sustainable practices in the palm oil industry.

[www.henkel.com/palmoil](http://www.henkel.com/palmoil)



Around

# 30,000

**smallholders and workers**

were trained in sustainable farming as part of a project with our partners in Honduras.

## We have three targets for 2020

### Cover 100 percent of our demand with Mass Balance certified oils

All palm and palm kernel oil used in our products should be derived from sustainably cultivated sources in line with the Round Table on Sustainable Palm Oil (RSPO) Mass Balance model by 2020.

### Establish full traceability

We aim to be able to trace the palm oil, palm kernel oil and derivatives we buy to known sources – first to the mill and then to the plantation.

### Increase the supply of sustainable palm oil and palm kernel oil by a volume equal to Henkel's global demand

We aim to increase the availability on the market through collaborative projects that enable smallholders to certify their crops as sustainable, increase productivity and improve their livelihoods.

# Transforming waste into opportunity

Henkel was the first major global fast-moving consumer goods company to enter into a partnership with the social enterprise The Plastic Bank in 2017. The joint goal is to reduce plastic waste in the oceans while creating new opportunities for people in poverty.



Founded by David Katz in 2013, the Plastic Bank seeks to encourage one billion people worldwide to monetize waste. This improves the lives of people in poverty – especially in countries that lack waste management infrastructure.

As part of the partnership, new plastic collection centers are being built in Haiti. The local population can return collected plastic waste and exchange it for money, goods, or services. The plastic waste is sorted and processed, and then integrated into recycling value chains as Social Plas-

tic®: Material that has been verified by the Plastic Bank to indicate that the collectors received an above-market price for the plastic waste. This creates value from plastic before the waste enters waterways or oceans.

The Plastic Bank is an important strategic partner for Henkel. The social enterprise offers solutions to both the environmental problems of plastic waste and the social challenges posed by poverty and the lack of employment opportunities. The Plastic Bank has also demonstrated

that its model is scalable and has the potential to be adapted for replication in other regions of the world.

Henkel is also researching ways of incorporating the plastic collected into its own product packaging in the future.



In 2017, Henkel used recycled plastic in the packaging for

more than **1.2** billion products worldwide.



# “Million Chances”

In 2016, Henkel launched the “Million Chances” initiative under the Schwarzkopf brand. Its goal is to support girls and women worldwide in building a successful future for themselves.

“Million Chances” offers help with a career change or getting a new start in private life. In Colombia, for instance, we worked with the organization Plan International to train women, who often have no access to education, in entrepreneurial thinking and acting so that they could be financially independent. Since the initiative was launched, around 7,500 women have been reached in cooperation with international charities and through volunteering by our employees. By 2020, we plan to reach a total of 140,000 women and girls through this initiative.



“Million Chances” trains women, who often have no access to education, in entrepreneurial thinking and acting so that they can become financially independent.

## “Shaping Futures”

Another long-term project that helps young people around the world secure their future is “Shaping Futures,” which acts as a vital support for the Schwarzkopf “Million Chances” initiative. Since 2010, Schwarzkopf Professional and non-profit organizations have offered young people the opportunity to obtain training in basic hairdressing techniques and thus establish livelihoods. After launching in Cambodia, “Shaping Futures” has now expanded to other countries, including South Africa, Georgia, and Hungary. In Myanmar, in addition to the initial training courses, we worked together with partners to construct a school building and facilities for these purposes.

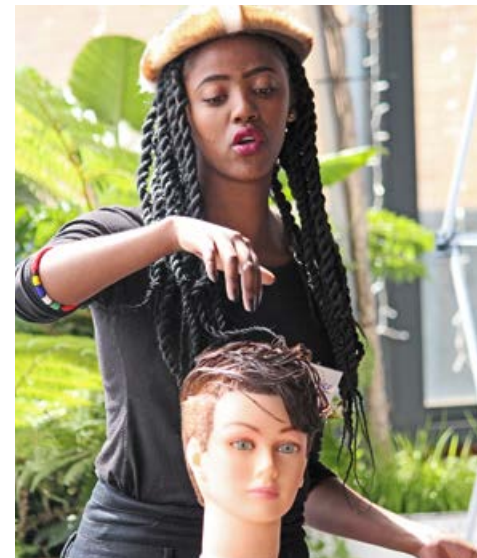


More than

# 1,900

young people in 30 countries have received a training in basic hairdressing techniques.

Palesa Primrose Mnguni from South Africa has successfully completed a training in basic hairdressing techniques as part of the “Shaping Futures” initiative.



## Toward a more sustainable supply chain

In 2011, Henkel and five other companies in the chemical industry established the initiative “Together for Sustainability – The Chemical Initiative for Sustainable Supply Chains” (TfS). The TfS initiative aims to harmonize the increasingly complex supply chain management processes with regard to sustainability and to optimize dialog among business partners. Thanks to shared assessments and audits, synergies are created so that resources can be used more efficiently and with a minimum of administrative effort, not only among the – now 20 – member companies but also by all of our shared suppliers.

[www.tfs-initiative.com](http://www.tfs-initiative.com)





# Becoming climate-positive

It is our long-term vision to become a climate-positive company. We want to reduce the carbon footprint of our production, use more energy from renewable sources, and help our customers and consumers to save CO<sub>2</sub>.

The Paris Agreement on climate change represents a commitment by the community of nations to limit global warming to significantly less than two degrees Celsius. Henkel wants to make an active contribution to climate protection: We have developed the long-term vision of becoming a climate-positive company. As a first step, we have a clear target to reduce the carbon footprint of our production by 75 percent by 2030. To do so, we also want to continually improve our energy efficiency by using more energy from renewable sources.

However, we also want to leverage the potential offered by our brands and technologies along the value chain to help our

customers and consumers save 50 million metric tons of CO<sub>2</sub> between now and 2020. Henkel will continue to develop products that enable the efficient use of resources, like our laundry detergents, shower gels and hotmelt adhesives. We also have some products, however, which make a relevant contribution toward avoiding energy consumption and CO<sub>2</sub> emissions – when insulating buildings or eliminating the need for superfluous wash cycles, for example.

We also expect our suppliers to help us continuously reduce the CO<sub>2</sub> footprint of our raw materials, and are therefore working on joint plans with them.



## Production

We want to reduce the carbon footprint of our production by 75 percent by 2030.



## Renewable energies

We want to increase the use of renewable energies.



## Brands and technologies

We want to expand our brands' and technologies' contributions toward sustainability and help our consumers to save 50 million metric tons of CO<sub>2</sub> by 2020.



## Suppliers

We expect our suppliers to make a continuous contribution to reducing the CO<sub>2</sub> footprint of our raw materials.



*“We anchor environmental and social principles in our supply chains, and work on this together with our partners. This helps us to ensure the quality of our products, avoid risks for our business, and enhance our reputation.”*

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### Carsten Knobel

Executive Vice President  
Finance (CFO) / Purchasing /  
Integrated Business Solutions

# Innovations, products and technologies

Our brands and technologies are used in millions of households and industrial processes every day. For this reason, expanding our contribution to sustainability is important to us. We put a clear emphasis on developing pioneering solutions that create more value for our customers and consumers, as well as on

providing innovations, products and technologies that deliver even better performance – with a reduced environmental footprint.

Promoting sustainable consumption that conserves resources is an important objective within our strategy. This is why

we concentrate on developing products that enable the efficient use of resources such as energy and water. Our aim is to enable our customers and consumers to save 50 million metric tons of CO<sub>2</sub> emissions by 2020 – by providing innovative products and sharing our expertise.

Henkel invested

**€476** million  
in research & development in 2017.

More than

**90 %**

of our product categories are covered by life cycle appraisals.





# Adhesive Technologies

As a market leader for adhesive technologies, sealants and functional coatings across diverse markets, we have a strong sense of our responsibility to deliver products and services that drive progress toward sustainability.

Our high-impact solutions and products are used in a comprehensive range of industrial and consumer applications – from the automotive, aerospace and general industries through to electronics and food packaging. We utilize our global presence and expert knowledge to enable our customers and support our partners in their commitments to sustainability. Our solutions empower them to reduce

energy consumption, cut emissions and waste, and increase worker safety.

## Enabling technology trends

We work closely with leading manufacturers in the automotive and aerospace industries to support them in responding to increasing requirements for safety and comfort, as well as to produce lighter vehicles that consume less fuel and produce

Around

# 130,000

**industrial customers worldwide**

We support customers with sustainable innovations.

Around

# 6,500

**customer-facing experts**

We share our technical knowledge to drive sustainability.



Trends in the automotive industry – like electric vehicles – open up opportunities to support our customers in their ambitions for environmentally compatible mobility.

[www.henkel.com/futurecar](http://www.henkel.com/futurecar)

less CO<sub>2</sub> emissions. Henkel developed Loctite EA 9845 LC Aero, a surfacing film with integrated metallic mesh that is applied to an aircraft's exterior to protect the composites against lightning strikes. It delivers a 30-percent weight saving compared to other surfacing films, and enables customers to reduce overall aircraft weight, fuel consumption and emissions.

### Close cooperation with customers

Together with our customers, we have developed a range of materials to address the increasingly demanding applications for camera modules in smartphones. Our Loctite Ablestik non-conductive adhesives (NCAs) for bonding components within electronic devices can be applied at a lower temperature than conventional adhesives, enabling our customers to reduce energy consumption and the associated CO<sub>2</sub> emissions.



The solution developed via our partnership with TerraCycle makes it possible to recycle the packaging for our Loctite adhesives into material that can be used to create new goods such as outdoor furniture.

Our experts work together with automotive customers to develop and test components made from composite materials at our state-of-the-art laboratories in Heidelberg, Germany, and Yokohama, Japan.



*“We work together with customers, suppliers and other stakeholders to drive progress toward our joint sustainability goals. Our unique portfolio and global presence, as well as our leading expertise and innovative technologies, make us an outstanding partner.”*

**Jan-Dirk Auris**

Executive Vice President  
Adhesive Technologies



## Beauty Care

We want to improve people's quality of life through innovations and partnerships, and contribute to creating sustainable value in our social environment.

More than

**90 %**

of the energy and water used with our rinse-off products is accounted for in the use phase.

For

**100 %**

of its product formulas, Beauty Care has already calculated the CO<sub>2</sub> footprint.

Our focus in the development of new products is on consumers. We want to offer them safe, high-performance products while motivating them to contribute to the responsible use of resources through their behavior. The "BeSmarter" initiative, for example, introduces consumers to the responsible use of water as a resource, in particular with regard to the use of our products.

### **Engagement of our brands**

Furthermore, it is important to us to contribute to positive social development. The vision of our "Million Chances" initiative is to help girls and women around the world to build a successful professional future and develop personally as well. Through this initiative, we want to make a measurable contribution to social progress and fulfill our social responsibility.





Authentic and gentle products for well-groomed skin: Swedish brand Barnängen has been available in Germany and other European countries since 2017. The Swedes have relied on the effective power of Scandinavian nature since time immemorial. That is why typical Scandinavian wild fruits such as the cloudberry, as well as birch and elderflower, are used in Barnängen’s body care products.

### Every contribution counts

Sustainability is of paramount importance in the development of product innovations. Our mission at Beauty Care is to ensure that every innovation stands out for its performance and attractiveness, as well as for its environmental compatibility and social responsibility. Meanwhile, we have calculated the CO<sub>2</sub> footprint of all of our 165,000+ product formulas two years ago and are now able to analyze and, where possible, implement improvements at any time in order to achieve a more sustainable product profile.

### Partnerships for sustainable solutions

In partnership with TerraCycle, a company offering recycling solutions for materials that are usually non-recyclable, as well as selected retail customers in Austria and the UK, consumers could dispose of Fa and Right Guard branded empty cosmetic packaging in special collection containers in 2017. The second step was to produce new consumer goods such as mobile fitness equipment and children’s slides from the empty packaging. This prevents valuable raw materials from being incinerated or deposited in landfills. They can also give rise to new products.



The formula of the new Barnängen All Over Intensive Body Balm comprises 70 percent renewable raw materials. The product is packaged in a light-weight plastic jar to avoid transport emissions caused by weight.



Got2b dry shampoo helps to save water and energy. This helps our consumers to reduce their footprint while using our products.

[www.schwarzkopf.com](http://www.schwarzkopf.com)



The “BeSmarter” initiative introduces consumers to the responsible use of water as a resource, in particular with regard to the use of our products.

[www.smarterinitiative.com](http://www.smarterinitiative.com)



*“We want to create more value through sustainable innovations in our consumer and hair salon business. Our aim is to make a positive contribution to a better quality of life while at the same time fulfilling our social responsibility.”*

**Jens-Martin Schwärzler**  
Executive Vice President  
Beauty Care



## Laundry & Home Care

Our brands have become an important part of the daily lives of many consumers. In addition to their promise of product quality, our brands should create value that includes social responsibility as well as environmental compatibility.

The Laundry & Home Care business unit's research and development strategy unites innovation and sustainability to focus on resource-efficient technologies and products. Each new product must make a contribution to sustainability in at least one of Henkel's six focal areas.

### **Working to conserve resources**

Our products are used daily in millions of households, and often require water and energy. As much as 80 percent of the envi-

Up to

# 80 %

of the environmental footprint of our products is generated during their use.

More than

# 30 %

of the organic ingredients in our laundry detergents and household cleaners were derived from renewable raw materials.

ronmental footprint of our products is generated during their use. This is why we concentrate on developing products that enable the efficient use of resources.

In 2017, Laundry & Home Care launched Persil Sauber & Glatt (Clean & Smooth). This innovative detergent protects clothes from wrinkles in the washing machine and makes it easier to iron dry clothes. Less ironing means less energy consumption for the consumer. This saves more

than 100,000 tons of carbon dioxide worldwide every year.

### Sustainable packaging solutions

Since most packaging becomes household waste after use, we are constantly in search of intelligent packaging solutions that reduce consumer waste. Key goals of Henkel's packaging developers are the reduction and reuse of packaging material and the increased use of recycled materials.

The reusable Persil box for liquid detergent capsules, for example, uses 40 percent less packaging raw materials than the box it is replacing. This corresponds to annual savings of 1,350 metric tons of plastic material. The separation of paper and plastic packaging material also increases recyclability to 100 percent. A further example is the bottle used by Persil Sauber & Glatt: In Germany, bottles containing 20 percent recycled polypropylene from industrial processes were produced for the first time in 2017.



In 2017, Laundry & Home Care brought the innovative product Persil Sauber & Glatt onto the market. It protects clothes from wrinkles in the washing machine and makes it easier to iron them. In Germany, bottles containing 20 percent recycled polypropylene from industrial processes were produced for the first time.



*“Our absolute priority is to have all our products meet the criteria of quality and environmental compatibility. Beyond that, our goal is that they also help to fulfill our responsibility for the well-being of consumers, the environment and society.”*

**Bruno Piacenza**  
Executive Vice President  
Laundry & Home Care



Pril Pro Nature Sensitive contains ingredients based on renewable raw materials and its pH-neutral formula is gentle on the skin.



Henkel will use the “be sustainable – wash cold” logo on its laundry detergent packaging to draw attention to the issue of saving energy during washing.

## Credits

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## Would you like to learn more about sustainability?

More information about sustainability at Henkel in our Sustainability Report 2017:

 [www.sustainabilityreport.henkel.com](http://www.sustainabilityreport.henkel.com)

Our website offers access to all of the Environment Reports and Sustainability Reports we have published since 1992, which are also available as downloads. There you will also find our Annual Reports, Quarterly Statements and Financial Report for the Half Year, Vision and Values, Code of Conduct, Code of Corporate Sustainability, Leadership Principles, SHE Standards, Public Affairs Standard, Social Standards and our Corporate Citizenship Magazine “Together.”

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