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**Henkel will further strengthen its Beauty Care business**

## Henkel to acquire Hair Professional business in Mexico and the USA

- Broaden portfolio with leading brands
- Further strengthen Hair Professional business
- Significantly expand position in Mexico and the USA

**Henkel signed an agreement to acquire Nattura Laboratorios, S.A. de C.V., headquartered in Guadalajara, Mexico, and associated companies in the USA, Colombia and Spain.**

Through the acquisition Henkel will further strengthen its Hair Professional business and expand its footprint in both the emerging and mature markets. The transaction includes a portfolio of leading brands in Henkel's core category Hair Professional. Major brands are Pravana and Tec Italy. In the fiscal year 2016, the business generated sales of more than 100 million euros.

"This acquisition is part of our strategy to strengthen our position in attractive markets and categories. We will expand our Hair Professional business in Mexico and further leverage our brand portfolio in the US hair professional market", said Henkel CEO Hans Van Bylen.

"The high-performance and high-quality brands of Nattura Laboratorios are a perfect fit for our Beauty Care business. They will complete our Hair Professional Colorants core category and will reinforce Henkel's global No. 3 position in this business. Moreover, this transaction will provide a platform for further growth in the attractive Latin American market", said Pascal Houdayer, Executive Vice President and responsible for Henkel's Beauty Care business.

The parties agreed to not disclose any financial details of the transaction. The acquisition is subject to customary closing conditions, including regulatory approvals.

### About Nattura Laboratorios, S.A. de C.V.

Nattura is a Mexico-based hair care company serving with its main associated companies in the USA, and Colombia the Latin and North American market. The business was founded in 1982. With its main brands Pravana and Tec Italy it operates primarily in the professional hair care segment. In 2016, the business reported sales of more than 100 million euros.

*This document contains forward-looking statements which are based on the current estimates and assumptions made by the corporate management of Henkel AG & Co. KGaA. Forward-looking statements are characterized by the use of words such as expect, intend, plan, predict, assume, believe, estimate, anticipate, forecast and similar formulations. Such statements are not to be understood as in any way guaranteeing that those expectations will turn out to be accurate. Future performance and the results actually achieved by Henkel AG & Co. KGaA and its affiliated companies depend on a number of risks and uncertainties and may therefore differ materially from the forward-looking statements. Many of these factors are outside Henkel's control and cannot be accurately estimated in advance, such as the future economic environment and the actions of competitors and others involved in the marketplace. Henkel neither plans nor undertakes to update forward-looking statements.*

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## Presentation

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Presentation (359.87 KB)  
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Añadir a Mi Colección

### Lars Witteck

Henkel  
 Head of External Communications  
 Headquarters, Düsseldorf/Germany

+49-211-797-2606

Tarjeta de Contacto (<http://www.henkel.com/-/20086?view=vcard>)

Añadir a Mi Colección

### Wulf Klüppelholz

Henkel  
 Head of Media Relations  
 Headquarters, Düsseldorf/Germany

+49-211-797-1875

Tarjeta de Contacto (<http://www.henkel.com/-/21016?view=vcard>)

Añadir a Mi Colección

### Hanna Philipps

Henkel  
 Corporate Media Relations  
 Headquarters, Düsseldorf/Germany

+49-211-797-3626

Tarjeta de Contacto (<http://www.henkel.com/-/20584?view=vcard>)

Añadir a Mi Colección

### Jennifer Ott

Henkel  
 Corporate Media Relations  
 Headquarters, Düsseldorf/Germany

+49-211-797-2756

Tarjeta de Contacto (<http://www.henkel.com/-/527036?view=vcard>)

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## ADDITIONAL INFORMATION

