

Media Contact:

Samantha Richardson, PR & Communications Manager

+31 (0)614 593 008

samantha.richardson@henkel.com

Help Your Salon

Dedicated to the Global Hairdressing Community, Henkel Beauty Care Professional offers support with 'HelpYourSalon.com Hairdresser Solidarity Campaign'. JOICO joins this industry-wide initiative in solidarity.

Helmond, the Netherlands – The Coronavirus outbreak continues to restrict and impact lives in many ways, salons have been forced to close as they put both the wellbeing of their hairdressers and clients first; this means that for many, the income stream is currently zero. Henkel Beauty Care Professional stand in solidarity with the global hairdressing community, working hard to support, to sustain and to inspire. One of the ways in which they are doing this is through the HelpYourSalon.com Hairdresser Support Initiative.

HelpYourSalon.com Hairdresser Support Initiative

A salon is more than its services; beyond handcrafting beautiful hair, hairdressers are also friends and therapists. Hairdressers are there to help celebrate life's big events; building confidence at good times and bad. Within local communities, hairdressers nurture long-standing relationships with their clients, they are always there for them when it matters. But this is a challenging time, the salons are now closed, and hairdressers are unable to do what they love to do best. We are facing a time where there is a real risk of losing our local salons and our local hairdresser.

The Hairdresser Solidarity Campaign partners with HelpYourSalon.com to provide a free platform to sell vouchers; designed to help businesses, such as salons and independent hairdressers, to survive the shut-down with the means to generate an immediate cash flow. Set-up is quick and easy:

- No Online-Shop needed
- Easy registration in less than 2 minutes
- Link or sign up to a PayPal account
- Personalized vouchers for every type of voucher or donation scheme
- Sales revenue gets directly transferred to hairdresser's Paypal account – no middleman, no time-delay



- No sign-up or registration fees
- Tell your clients using social media, WhatsApp and more!
- It's for free! No sign-up or registration fees, no transfer fees

Loyal clients will buy vouchers that can be used when the salon is re-opened. Salons can choose to offer discounts on any pre-purchased services to help incentivise the scheme – or alternatively salons could ask for a donation targeting client's that have previously been a 'no-show' with a 'no-show penance donation'.

Let's stand together. Follow us on social media and share your comments on this initiative using the hashtag #HelpYourSalon, #joicoeurope and #joicocares – remember to tag @joicoeurope

For more information about JOICO visit www.joico.eu.

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JOICO, a division of Zotos, Inc., and part of the Henkel Beauty Care Professional division has been leading the healthy-hair revolution since 1975 and together with the latest innovations in hair care creating beautiful, healthy hair to lift your soul and inspire confidence. "Joi" is not only in our name, it runs through everything we do and every product we make. Each and every one of our product innovations are created to help return hair to its strongest, shiniest, healthiest state, even after one use, and with every use thereafter. Sharing the "JOI" of Healthy Hair" is more than just a promise, it's a guarantee.

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the **joi** of healthy hair