



**IT'S THE SMART SHOPPER'S TRIFECTA:
GREAT PERFORMANCE, "GREEN" FORMULA, VALUE PRICING**

No Compromises with Purex Natural Elements Laundry Detergent

SCOTTSDALE, AZ (March 28, 2007) – It's a hot-button issue in the Presidential race and an important consideration in numerous households across America: halting environmental damage and preserving natural resources. In greater numbers than ever before – an estimated 150 million* – consumers are seeking natural alternatives to synthetic chemicals in their home and personal care products and actively making purchases that are better for the world and for their families. In response to this "green" trend, Purex® has introduced **Purex Natural Elements**, the only major laundry detergent recognized by the US Environmental Protection Agency's Designed for the Environment (DfE) program.

Purex Natural Elements is a concentrated detergent available in three unique, fresh scents derived from one hundred percent natural cleaning ingredients and natural fragrance extracts. It is tough on dirt and stains, yet also hypoallergenic and free of phosphates and dyes, so clothes washed with **Purex Natural Elements** are clean, fresh and gentle on the environment. And what is sure to please environmentally-conscious consumers is the biodegradable formula, which includes cleaning ingredients derived from sustainable, renewable resources and is packaged in a recyclable bottle. Plus, it's twice as concentrated as regular detergents, so consumers use less.

"Environmental sustainability is a cornerstone of the Purex brand," says Kiem Ho, Senior Brand Manager of Laundry Care for the Dial Corporation. "The Natural Elements collection was developed to provide consumers with a detergent option that's gentle on the environment but also delivers on their basic desires for great cleaning benefits, naturally pleasing fragrance options, and strong value. **Purex Natural Elements** has it all, because we don't believe our consumers should have to compromise."

Purex Natural Elements is available in three distinctive scents – Linen & Lilies™, Apple & Melon, Cherry Blossoms & Vanilla – in grocery and mass retailers nationwide. Suggested retail pricing for a 50-ounce bottle is \$3.49, and for a 100-ounce bottle \$6.99.

For more information about **Purex Natural Elements**, visit www.Purex.com.

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel operates in three business areas – Home Care, Personal Care, and Adhesives Technologies – and ranks among the Fortune Global 500 companies. In fiscal 2007, Henkel generated sales of 13.074 billion euros and operating profit of 1,344 million euros. Our 53,000 employees worldwide are dedicated to fulfilling our corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel. In North America, Henkel markets a wide range of well-known consumer and industrial brands, including Dial® soaps, Purex® laundry detergents, Right Guard® antiperspirants, got2b® hair gels, and Loctite® adhesives.

#

* 2006 LOHAS Market Report

Contact Information: **Ashley Crooks**
Marina Maher Communications
T: (212) 485-6890
acrooks@mahercomm.com