

INVITATION
TO THE ANNUAL GENERAL MEETING



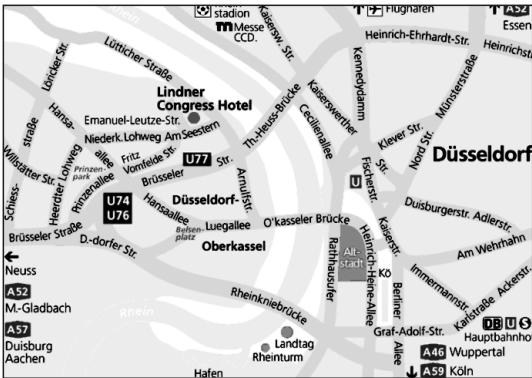
ESSANELLE HAIR GROUP AG, Düsseldorf

Security Identification Number (WKN): 661031 ISIN DE0006610314

INVITATION TO THE ANNUAL GENERAL MEETING

We hereby invite the shareholders of our company to attend our Annual General Meeting

at the Lindner Congress Hotel
Emmanuel-Leutze-Strasse 17, 40547 Düsseldorf
at 10.00 a.m. on Tuesday, 26 June 2007.



AGENDA

- (1) **Presentation of the adopted annual financial statements of ESSANELLE HAIR GROUP AG for the 2006 financial year, the approved consolidated financial statements for the 2006 financial year, the combined management report of ESSANELLE HAIR GROUP AG for the annual financial statements of ESSANELLE HAIR GROUP AG and the consolidated financial statements, as well as the report of the Supervisory Board for the 2006 financial year**

- (2) **Resolution on the release of the members of the Management Board from responsibility for the 2006 financial year**

The Supervisory Board and Management Board propose releasing the members of the Management Board from responsibility for the 2006 financial year.

- (3) **Resolution on the release of the members of the Supervisory Board from responsibility for the 2006 financial year**

The Supervisory Board and Management Board propose releasing the members of the Supervisory Board from responsibility for the 2006 financial year.

- (4) **Election of the auditor and group auditor for the 2007 financial year**

The Supervisory Board proposes the election of PricewaterhouseCoopers Aktiengesellschaft Wirtschaftsprüfungsgesellschaft, Düsseldorf, as auditors of the annual and consolidated financial statements for the 2007 financial year.

- (5) **Resolution to amend the Articles of Association to account for the Transparency Directive Implementing Act**

The Transparency Directive Implementing Act, which came into force in

January 2007, only permits the electronic transmission of information to shareholders with the approval of the Annual General Meeting.

In order to be able to offer this form of communication to our shareholders in future as well, the Supervisory Board and Management board propose adopting the following amendment to the Articles of Association:

- (a) The heading of Section 3 of the Articles of Association be amended and reworded as follows:

“§ 3 Announcements and Transmission of Information”

- (b) The previous text of Section 3 of the Articles of Association be taken without amendment to be the first paragraph of Section 3 of the Articles of Association.
- (c) Section 3 of the Articles of Association be supplemented by the addition of a new paragraph (2) as follows:

“Information may also be transmitted to shareholders by means of electronic media.”

CONDITIONS OF PARTICIPATION

Upon the convening of the Annual General Meeting, the share capital of Essanelle Hair Group AG amounts to Euro 4,595,044 and is divided into the same number of individual shares each with one voting right. The company holds 60,000 own shares at the time of the meeting being convened. The company is not entitled to exercise the voting rights pertaining to these shares.

To be entitled to participate in the Annual General Meeting and exercise their voting rights, shareholders are required in accordance with Section 17 of the Articles of Association to register in writing either in German or English at the following registration office

Essanelle Hair Group AG
Sparkasse KölnBonn
Wertpapierabwicklung FE 547/5
Herr Herbert Wolff
Adolf-Grimme-Allee 1
50829 Cologne

at the latest by Tuesday, 19 June 2007 and to submit documentary evidence of their shareholding, and thus of their voting entitlement, to the same address in the same way and within the same deadline. Such documentary evidence is issued by the respective depositing bank and must refer to the beginning of 5 June 2007. The registration office issues admissions tickets entitling ticket holders to attend the Annual General Meeting and to exercise their shareholders' rights at such meeting.

We would point out that shareholders have the possibility of having their voting rights exercised by an authorised representative, and in particular by an association of shareholders or a financial institution. A written authorization is required and adequate for this purpose. Each shareholder will automatically receive an authorization form together with the admissions ticket.

As a special service, we provide our shareholders with the opportunity of being represented at the Annual General Meeting by a voting proxies appointed by the company. Voting proxies exercise voting rights exclusively on the basis of the instructions issued by the shareholder. The respective authorisations and instructions have to be issued in writing.

Shareholders wishing to issue an authorisation to the voting proxies appointed by the company nevertheless require an admissions ticket for the Annual General Meeting to do so. This is to be applied for from the registration office. To ensure that the admissions ticket is received in time, the separate proof of shareholding to be provided by the depositing bank should be applied for in good time and forwarded to the aforementioned registration office, including a reference to the ordering of admissions tickets. Shareholders are generally supported in this process by their respective depositing banks.

Further information concerning voting representation and a form for issuing authorisation and voting instructions may be downloaded by shareholders from www.essanelle-hair-group.com or can be requested from the telephone number +49 (0)89 / 210 27 222 between 9.00 a.m. and 5.00 p.m. on workdays.

The authorisations and instructions for voting proxies should be returned such that they are received by the named voting proxies at the latest on Monday, 25 June 2007.

Countermotions concerning proposals made by the Supervisory Board and Management Board in respect of any item on the agenda, as well as proposals concerning the election of the auditor and of Supervisory Board members may be forwarded to

**ESSANELLE HAIR GROUP AG, Vorstand,
Niederkasseler Lohweg 20,
40547 Düsseldorf,
Fax: +49 (0)211 / 17 48 291**

No account will be taken of countermotions or election proposals forwarded to other addresses. We will publish any countermotions and election proposals received from shareholders, together with the name of the shareholder, the reasons for the proposal and any comments to be made by the management of the company, in the Investor Relations / AGM section of the company's website at

www.essanelle-hair-group.com

at the latest by
midnight on Tuesday, 12 June 2007.

Upon request, each shareholder will be forwarded a copy of the documents relating to the first item on the agenda (1) free of charge and without delay. These documents will also be displayed for inspection at the business premises of the company from the convening of the Annual General Meeting onwards, as well as during the Annual General Meeting. The documents can also be downloaded from the Investor Relations / AGM section of the company's website at www.essanelle-hair-group.com.

Düsseldorf, May 2007

ESSANELLE HAIR GROUP AG

The Management Board

ESSANELLE HAIR GROUP AG

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