

Martin Doering  
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Schwarzkopf & Henkel  
Werbeabteilung  
Henkelstraße 207

40589 Düsseldorf

Berlin, den 9.11.2002

Sehr geehrter Herr Schwarzkopf,  
very honored Mr. Blackhead,

I write you on English, because I looked your advertising in the farwatcher, where you at the end always say: „Professional haircare for you“. Luckywise I am the English speech powerful, so I can oversit it into German (and vice versa).

You have yes so right: Already my parents and also my greatparents used your products, because they are really professional and they take good care of my hair. You must know, that I am nearly 40 and I have still all my hair – they are not yet outfallen. A lot of friends and even my brother (who doesn't use your shampoo must you know) have only few hair, so I think that this comes from your good shampoo that I daily use. So tofirst, I want to bethank me by you therefor. But this is not only a nice train from you that you make „professional haircare for me“ – outerthem you ensure your aroundsentence, because if I had no hair more, I couldn't buy your products, voices it? So this is a win-win situation.

But this is not the only ground, why I write you; it's also because of your advertising. It's right, what you say, but bethink you, that not all Germans understand English. Specially older people had often no English-underright in school, also won't they know what you mean with „professional haircare for you“. I wonder me, why you so many money outgive for advertising, that perhaps 30% of our withburgers don't understand. Beneathby: You are not alone with this trend. It is not to grasp, how many firms use English in their advertising (f.i. Douglas: „Come in and find out“, or Mc. Donald's: „Everytime a good time“...)

Always when I hear English from you or other firms, the hair stands me to mountain! What uses it me, when I wash my hair with your shampoo (and it is good cared afterwards) and then it stands me to mountain and the hole hairdressing is in the bucket?

Wouldn't it better be to speak german toanother? That would it easier make to communicate withanother in this our land and we all would better outlook.

I hope, that I served you therewith  
and remain with friendly greetings