

PRESS RELEASE

NIVEA Sun Makes the Invisible Visible

- NIVEA Sun begins large international campaign on sunscreen
- Together with artist and photographer Thomas Leveritt the world's largest sun care brand shows why protecting the skin from UV radiation is so important

17. February 2015, Hamburg – As the number 1 sunscreen brand, NIVEA Sun would like to increase awareness about the risks of UV radiation. While it's true, that for a long time millions of consumers around the globe have trusted sunscreen products from Beiersdorf, there are still far too many consumers out there who are not aware of the risks and carelessly spend time in the sun without sunscreen. That's why NIVEA Sun is starting 2015 with an international awareness campaign.

In cooperation with the British artist Thomas Leveritt, a surprising and highly emotional video was developed that shows the effect that UV light has on the skin. With the help of his unique use of UV camera technology the online and TV spot communicates how easy it is to protect yourself and enjoy the sun unconcernedly. "Our studies have shown that many consumers don't use sunscreen because they have no idea about the effects UV light has on our skin and how sunscreen products work," says Sylvia Latimer, Vice President NIVEA Skin Care Beiersdorf AG. The campaign "Take Care Out There" hopes to change that.

Connecting on an Emotional Level with Sunscreen Expertise

The spot for the campaign was developed in collaboration with the British artist Thomas Leveritt who in August 2014 reached over 14 million people on YouTube with his video "How the sun sees you" within a month. "Thomas Leveritt uses UV cameras in order to show how sunlight changes the skin and how easy it is to minimize the danger of damaging skin with the right sunscreen," says Michael Lessmann, Corporate Marketing Director NIVEA Sun. "In it he interacts with the people in front of the camera and captures their authentic reactions that really get under the skin." The artistically implemented UV videography used by Leveritt brings skin pigmentation to light that's caused by too much sun radiation and is an early sign of skin damage.

New Ways of Increasing Awareness

Beiersdorf has been using this technology for some time already in the research and development of new sunscreen products. But now the company is taking up Thomas Leveritt's idea of making the invisible visible together with the artist. Together they will try to reach as many people as possible in order to show them how easy it is to protect their skin from damaging UV rays. "The UV technology vividly shows that the use of sunscreen products makes all the difference in the world and is a worthwhile investment in the future of your own skin," says Dr. Frank Schwanke, Head of Research & Development NIVEA Sun.

The largest sunscreen brand in the world and artist Leveritt were already overwhelmed by the positive reception during the shooting of the video for the campaign. "In the past year I reached a lot of people with my video," says Leveritt. "But through the collaboration with a large partner like NIVEA it could become a lot more." The TV and online spot, directed by Thomas Leveritt and produced with the assistance of FCB Hamburg is online since February 2015 in Germany and will be available in all relevant media channels.

About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 130 years of experience in this market segment. The Hamburg-based company has over 17,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf achieved sales of €6.3 billion in financial year 2014. NIVEA, the world's No. 1 skin care brand*, is the cornerstone of the company's brand portfolio, which also includes brands such as Eucerin, La Prairie, Labello, and Hansaplast. Beiersdorf's wholly owned affiliate tesa SE, another globally leading manufacturer in its field, supplies self-adhesive products and system solutions to industry, craft businesses, and consumers.

** Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care and Hand Care; in retail value terms, 2013.*

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