



NIVEA

was created for caring



NIVEA
Cares for
skin.



NIVEA
cares for
People,
Products and
the Planet.

Our care goes beyond the skin
and our products. We also take care
of the Planet by reducing
our ecological footprint and,
especially, we take care of people.



BEIERSDORF

NIVEA is part of the Beiersdorf group, founded in Hamburg, Germany, in 1882. In addition to NIVEA, the group holds several brands, among them, Eucerin, La Prairie, and Labello. The company is a reference in skin care, for having more than 130 years of research and development in this field. Today, Beiersdorf has about 16,500 direct employees and 150 branches around the world.

In Brazil, the Beiersdorf Group has a factory in the city of Itatiba – SP, a distribution center in Jundiaí – SP, and an office in São Paulo – SP. The group's brands operating in Brazil are NIVEA and Eucerin.

NIVEA BRAZIL

NIVEA started to be imported into Brazil in 1914 and established itself in 1975, opening its own office in the city of São Paulo. In 2003, we opened our first factory in Brazil, located in Itatiba, São Paulo.

Today, the company is one of the references in cosmetics in Brazil for offering products in seven categories – sunscreen and lip balm, body and facial moisturizer, men care, bath items, and deodorants.

Sustainability

The importance of sustainability is so big that NIVEA created a structure totally focused on the field. Today, there is a team dedicated to this matter. Check the testimonies of the main persons in charge of such field.



“To be a visionary, socially entrepreneurial company – this is the Beiersdorf style. This behavior has guided us in the last 130 years and will help us define what we want to do in the future. In the sustainability strategy – “We care.” – we take care of skin, people, and the planet. Care is one of Beiersdorf core values, the manufacturer of the brand NIVEA, and expresses our sense of responsibility. Our intent is to inspire people around us, to develop stronger relationships with suppliers, clients, and consumers, and to expand our business. We want to enable the future generations to live a better life, becoming a skincare company that respects the sustainability principles. It is with great joy that we celebrate the publication of the first Sustainability book regarding the business in Brazil. The results obtained make us proud and further strengthen our sustainability actions. With that, we can offer the consumer products with a smaller environmental footprint and also contribute to a better quality of life in the communities where we operate.”

Christian Goetz, President



“Our company is based on four core values and our employees live these strong values 7 days a week: Care, Simplicity, Courage, and Trust.

At NIVEA, caring is the base of all activities, both in business and as to responsibility for people and the environment. With the Sustainability strategy “We care”, we support our business objectives while reducing our ecological footprint. At the same time, we work to ensure the development of people both inside and outside the company.

The Beiersdorf group publishes every year the global report on sustainability, which includes the precious work of all affiliates. We have maintained the concept of continuous improvement in our projects; that is why we decided to do our own report, containing the sustainability activities developed in Brazil. We have obtained important results that will be shared in the following pages.”

*Mônica Longo,
Vice-President of Human Resources
for Americas*



HOW DO WE CARE?

In order to better structure each one of our actions and achieving great results, NIVEA follows the Beiersdorf group's Sustainability Strategy, which is divided into 3 main axes, each with its significant focus and goals.

People

The objective is to benefit 85 thousand Brazilian families by 2020.
The global goal is to reach 1 million families.

Base year 2013

**In Brazil, we have reached 34.7 thousand families.
This amount represents 40.8% of our local goal.**

Planet

The goal is to reduce CO₂ emissions by 30% per product sold by 2020.

Base year 2005

In Brazil we have already reduced CO₂ emissions by more than 60%*

*Scopes 1 and 2 of the greenhouse gas emission inventory were taken into account

Products

The goal is to reduce the environmental impact by 50% of products sold by 2020.

Base year 2011

We have already achieved 18% of the target.

WE CARE

*Our commitment
to sustainability*

Caring has always been Beiersdorf and NIVEA's focus. First, taking care of their consumers' skin. Then, also taking care of the world and the people. That is why the company does not stop investing in Sustainability. That is why we do much more than cosmetics.

WE CARE
of people



taking care of people **IS OUR FOCUS**

The axis People is the focus of the Sustainability area. NIVEA cares of all its employees and also works with social projects focused on the development of thousands of children. Our field of action is divided into two fronts.

1 **CARE WITH EMPLOYEES**

2 **NIVEA CARES FOR FAMILY**



CARING OF *our employees*

Social projects are extremely important, but we also need to take care of those who are always by our side and help to build our history. At NIVEA, the health and wellness of all employees are taken very seriously. We work intensely with the topics related to compliance and strictly follow all laws and regulations, especially those related to health and safety. We are also always creating and implementing several actions focused on quality of life for the internal stakeholders. An example is the SIPAT- Semana Interna de Prevenção de Acidentes de Trabalho (Internal Week for Prevention of Occupational Accidents) – which takes place every year and promotes activities such as occupational chiropractic, orientations about ergonomics, and awareness campaigns on quality of life, tips on health and healthy food, skin and breast cancer prevention, fight against smoking, and a lot of other topics.

Every year, the employees' participation ratio in the internal programs of quality of life surpasses 90%.

ENGAGEMENT PROGRAM

*for the sustainability strategy
We care*

As a company, NIVEA does a lot for people and for the environment. But we also want that our employees help as individuals. That is why we have a sustainability engagement program that shows how important it is that everyone does their part to preserve the environment and improve the life of other people. This project has delivered great results. We constantly have volunteers within the AACD - Assistance Association for Disabled Child, in the program Teleton and as Volunteers for Playing in the project Caring Families. We also develop internal awareness campaigns. For example, on the World Water Day, we rewarded the 3 persons that saved more of this resource in their own houses. The water bills served as evidence. Another project carried out every year is the Environment Week, one week full of practical actions in which every employee is encouraged to do their part, such as dispose each type of garbage correctly and not waste the planet's natural resources. Another important campaign is regarding blood donation. In 2015, we conducted for the first time an action with a mobile unit inside our company. The initiative facilitated adherence by the employees, who often wanted to donate, but did not have the time to go to a hospital or a blood drive.





NIVEA CARES FOR FAMILY

NIVEA Cares for family is the foundation that comprises everything we do in the field of social actions. The focus is child development through the family.

Our action is divided between the project Caring families and the partnership with AACD – Pedagogy.



CARING FAMILIES

The project Caring families is the result of a partnership between NIVEA and the organization Plan International Brazil. Its actions focus on the city of Itatiba and the neighborhood of Capão Redondo, in the city of São Paulo.

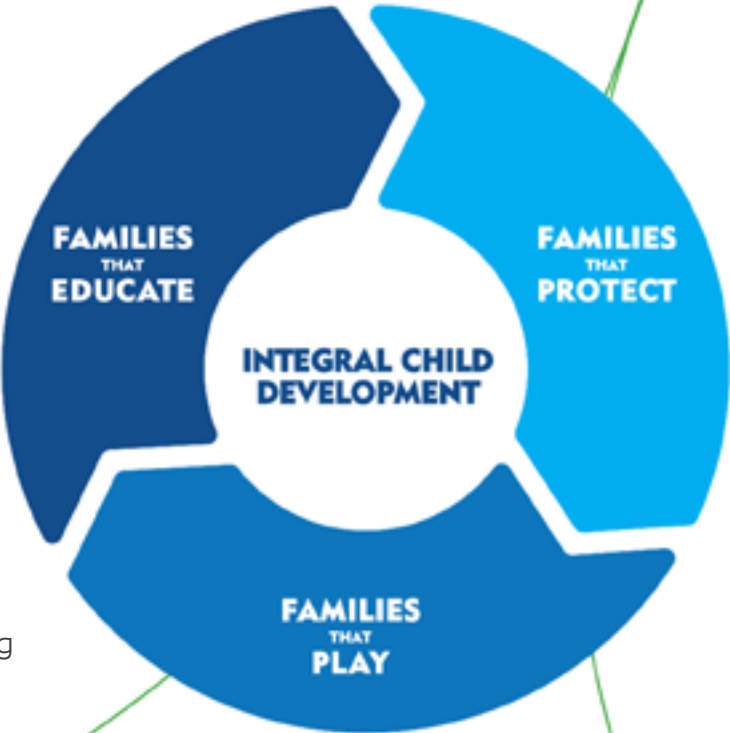
The objective is to improve the comprehensive development of children of 0-6 years old through intersectoral actions aimed at the strengthening of family competences, involving children, parents, caregivers, health care professionals, education, social action, and communities. In order to achieve such objective, the project has a team of specialized professionals, has carried out researches in the regions where it acts and bets on child development through playing. The project has 3 subdivisions with specific goals:

Families that Educate

The goal is to strengthen the abilities of families, caregivers, and professionals in order to provide stimulation suitable for each age of a child, aiming at his/her comprehensive development. Within the age group of 0 to 6 years, each age has a correct form of approach.

Families that Protect

The goal is to provide qualification to mothers and caregivers in order to generate income and, consequently, promote more protecting and welcoming environments.

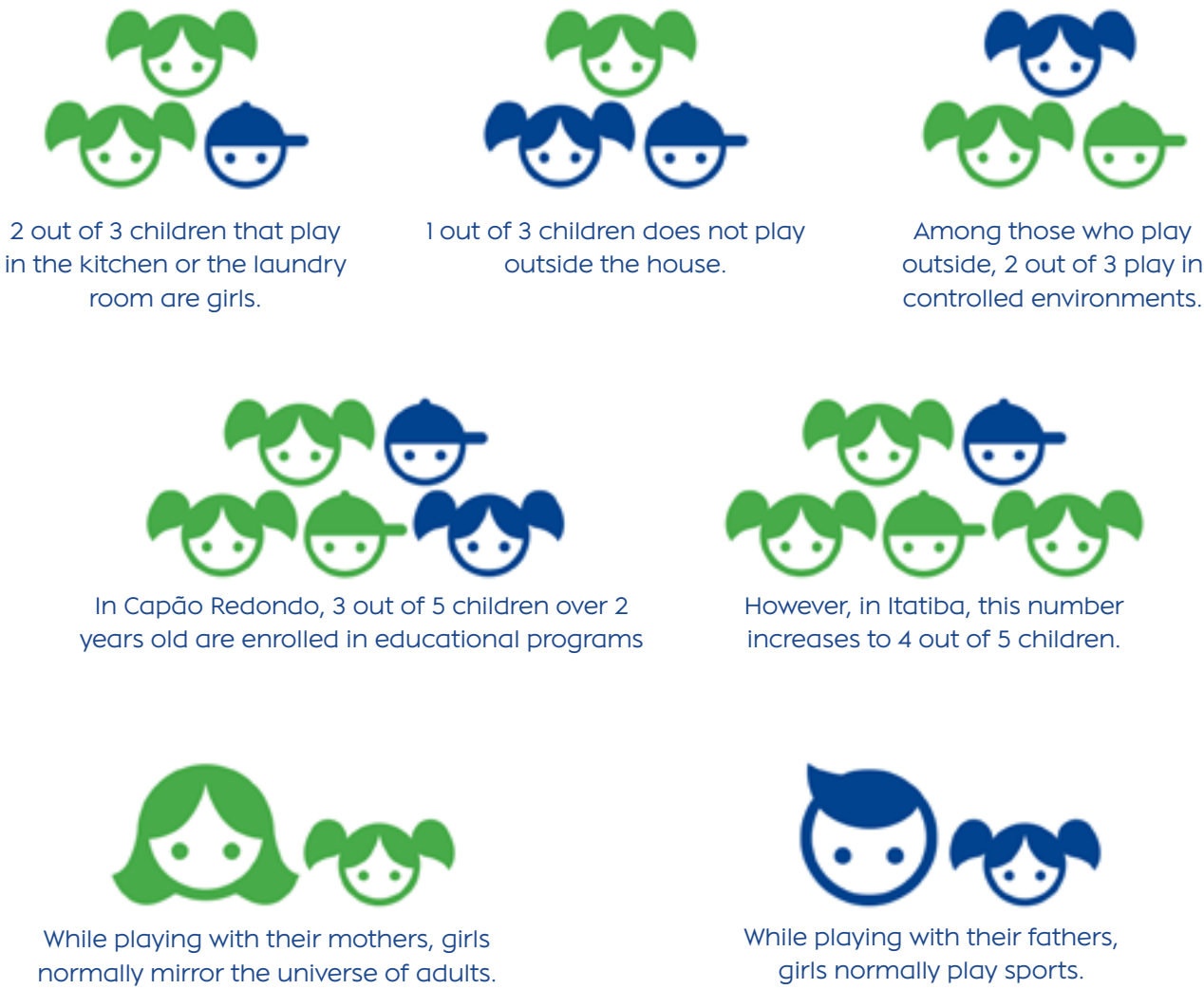


Families that Play

The goal is to qualify parents and caregivers to promote the comprehensive child development through playing as a family.

BASELINE RESEARCH

A research was carried out so we could get to know the general stakeholders in the regions of action. Check out the main results:



VOLUNTEERS FOR PLAYING



In order to disseminate the culture of playing, the project Caring Families qualifies Volunteers for Playing. All people interested are submitted to an 8-hour qualification course and are then capable to spread knowledge on games, songs, and storytelling, making the fields of influence of the project more favorable to the adoption of playful practices that stimulate comprehensive child development.



PLAY WEEK

The World Play Day, celebrated on May 28, was instituted by UNESCO in 1999, to call attention to the right to play, mobilizing parents, educators and the society about the role games play in comprehensive child development. NIVEA, year after year, extends this date to a whole week, promoting several activities in Capão Redondo and Itatiba. Through playful activities developed by the volunteers, children have the opportunity to recover traditional games. Those weeks take place in Unified Educational Centers, in Child Development Centers, in Municipal Schools of Early Education, and in Basic Health Care Facilities.

PLAYING DAY

Fun, learning, and united families.

The Playing Day is a big event held by the project Caring Families, in the cities of Itatiba and São Paulo, in the neighborhood of Capão Redondo. The main idea of the day is to bring together mothers, fathers, children, and several volunteers – the Volunteers for Playing aiming at teaching, learning, recovering games, having fun, exercising, and promoting a greater integration between children and their families.

The Playing Day event happens every year, and has several activities, such as:

- Puppet show
- Learning different and traditional games
- Toy manufacturing workshop with recyclable materials
- Concert with live music
- Food and game stands
- Group games and activities
- Music lessons
- Storytelling.

Since its beginning in
2014, the project has
already reached over
**13 thousand
families.**



NIVEA & AACD

a partnership for the education of children with disabilities

NIVEA supports AACD since 2012. At first, donations were directed to the institution as a whole. But in 2014, the social investment of the brand started to be directed exclusively to the institution's educational projects.

NIVEA supports the Pedagogy program and part of AACD's School project. Every year, this program provides pedagogical assistance to about 800 children with disabilities, in 11 different facilities located in 5 Brazilian states. The objective is to improve the patient's performance and potential, in addition to guiding family members and/or caregivers so they stimulate and maximize the development of the assisted children.

INVOICE OF THE STATE OF SÃO PAULO

Many NIVEA employees also do their part to help the children from AACD. Every company employee is encouraged to collect invoices not bound to any Individual Taxpayer's Register (CPF) number. Every month, several volunteers go to AACD to select and register these invoices in the Nota Fiscal Paulista system. This work yields great financial resources that help maintain the institution.

TELETON - SBT

Every year, NIVEA makes very impressive donations to AACD in the TV show Teleton of the broadcaster SBT. The figures are usually higher than 1 million Reais. In addition to donations in cash, several employees of the company participate in the in the call center that receives donations from people who is watching this TV show. They are part of the team that answers phone calls and receives donations from the public in general.

LIKE, SHARE, AND HELP AACD

In 2015, NIVEA also created a special action in Facebook to help promoting AACD's work. The brand posted a video and set a goal: if the video reached 100 thousand likes and shares, NIVEA would increase its annual donation to AACD by 100 thousand Reais. The goal was achieved and the amount was added to the donation to Teleton.

Results NIVEA and AACD

This partnership has already helped more than **7000 children** in 11 facilities of the institution.



WE CARE FOR
the planet



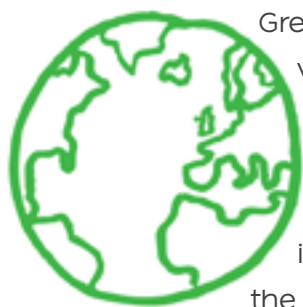
PRESERVING THE ENVIRONMENT



is taking care of ourselves

In addition to taking care of people, we also take care of the world. After all, this is everybody's home. NIVEA follows the strict regulations in the field, both in a local and a global basis, and goes beyond. We have our own control mechanisms and develop actions to reduce the environmental impact. This is all to achieve our major objective: to reduce CO₂ emissions by 30% per product sold by 2020.

MANAGEMENT OF GREENHOUSE GAS (GHG) EMISSIONS



Greenhouse gases are the ones that contribute to the process of global warming. Aiming at reducing the emissions of these gases, NIVEA has participated, since 2012, in the Brazilian GHG Protocol, an initiative of the Center of Sustainability Studies of Fundação Getúlio Vargas – Gvces. The first step was to prepare and publish our greenhouse gas emission inventory. The 2011 inventory received the "Silver Seal" of the program and the 2012, 2013, 2014 and 2015 inventory received the "Golden Seal". To access the inventories, go to: registropublicodeemissoes.com.br/

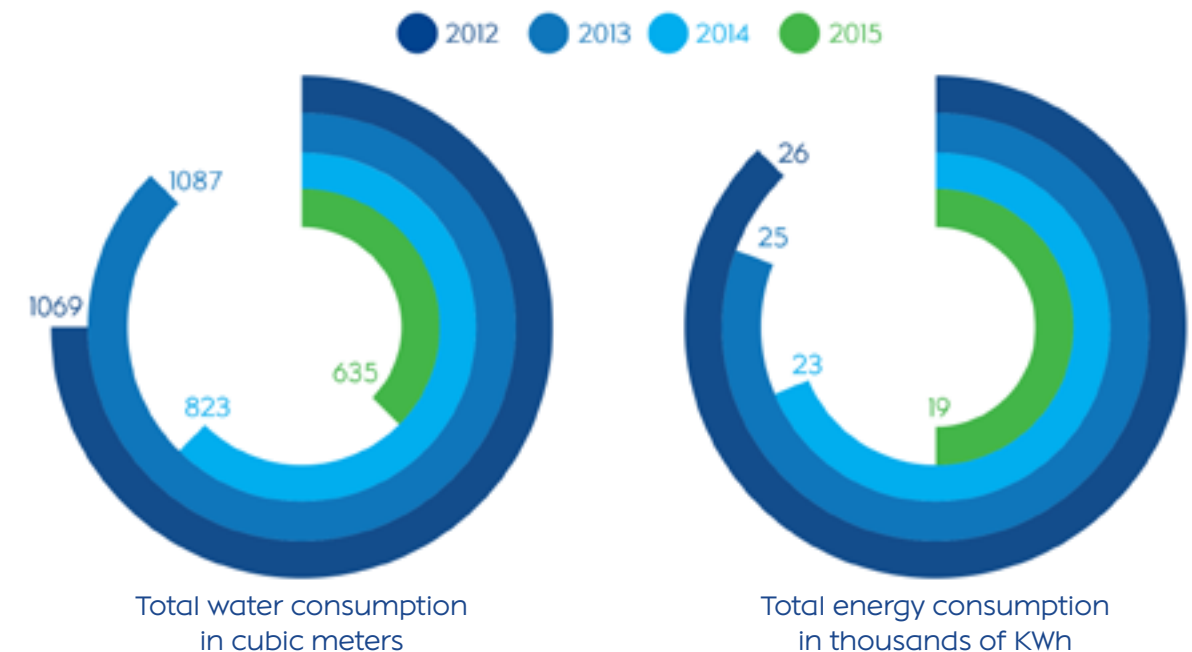
GREEN CAR POLICY

In 2013, we launched the initiative "Green car policy", establishing ethanol as the standard fuel in all flex-fuel vehicles of our fleet. This initiative, which is developed every year, has already resulted in an 80% reduction in CO₂ emissions of the fleet in comparison with the years of 2012 to 2015.

LEED CERTIFICATION IN SÃO PAULO

Our office in São Paulo has the renowned LEED – Leadership in Energy and Environmental Design certification, which is managed by an international environmental certification and orientation system for buildings and has the intent to encourage the transformation of projects, works, and operations of the buildings, always focusing on sustainability. To earn this certification, NIVEA adopted several actions to control the use of its resources, especially water and electric energy.

All these initiatives ensured us the Gold certification. In the chart below, you can check our evolution:



ITATIBA PRODUCTION CENTER

Our care with the environment continues at the factory. NIVEA adopts several practices that make the production more and more efficient economically and environmentally. We reduced the use of electric energy for lighting by approximately 60% by changing the sodium-vapor lamps for LED models. We also adopted new, more efficient air compressors, which spend about 35% less electric energy. We improved the washing system of mobile tanks, which resulted in further economy of water and electricity. A change in the stacking of some products also resulted in the optimization of the transport, which reduced CO₂ emission. In addition to all these measures, Beiersdorf holds an annual event with the local community since 2004. In the events we discuss issues shared between the company and the community and all points that may be improved are raised.



WE CARE
for products

PRODUCTS WITH

lower environmental impact

NIVEA products are made to care for the consumers' skin. But NIVEA also makes sure packages are manufactured and disposed of the best way possible and as to minimize the impact to the environment. In order to do so, the company adopts a series of practices. This is how we intend to achieve our major objective in the field of Products: to reduce the environmental impact by 50% of the products sold.



CODE OF CONDUCT

NIVEA not only takes care of its own internal processes, but also helps to control and raise the awareness of each of its suppliers. In order to work with us, it is necessary to sign a term sheet, the CoC – Code of Conduct for Suppliers. This document attests that the partner company must be fully responsible for the following:

- Corruption • Exclusion of Forced Labor and Disciplinary Measures
- Prohibition of Child Labor • Occupational Health and Safety
- Worker Rights • Freedom of Association and Right to Collective Bargaining Agreements
- Discrimination • Environmental Protection • Management's Approach

This means that, in order to work with the Beiersdorf group, all suppliers shall sign the document in which they undertake to comply with all points raised by the code. In Brazil, NIVEA's goals are strict and grow every month. In 2015, the average was 80% of adherence by suppliers.

SEDEX PLATFORM

In addition to the CoC, we always recommend that suppliers adhere to the Supplier Ethical Data Exchange (SEDEX) platform, a nonprofit organization that has an audited database with information on ethic and responsible practices.

ENVIRONMENTAL LABELING

Aiming at informing consumers that our packages are recyclable materials, we use the recycling symbol in all our products. The label also have the characteristics of the materials of each package, which helps cooperatives during the recycling process. About 100% of our packages are currently recyclable.



POST CONSUMER PACKAGING

NIVEA also participates in the program Dê a Mão para o Futuro of the Brazilian Association of the Cosmetic, Toiletry and Fragrance Industry – ABIHPEC. The program consists in the reverse logistics of packages after consumption and involves companies, governments, and cooperatives of recyclable material collectors. NIVEA always cares for the correct disposal of its products and achieves the goals set by the government.

For more information, access <http://maoparaofuturo.org.br/>





WE HAVE ALREADY CARED

Our first years of care delivered great results, but we will still do a lot to help.



Planet



In Brazil we have already reduced CO₂ emissions by more than 60% per product sold.*

*Scopes 1 and 2 of the greenhouse gas emission inventory were taken into account.

Products

We have already achieved 18% of the target.



People

Since 2013, we have helped **34.7 thousand families.**



This figure represents 40.8% of our goal in Brazil. This proves that we are in the right path to achieve the objective of taking care of 85,000 families by 2020.





Customer Service: 0800 77 64832 or 0800 77 NIVEA
www.nivea.com.br
facebook.com/niveabrasil