

## PRESS RELEASE

### **Book on Beiersdorf history by author Alfred Reckendrees released by publisher C.H.Beck**

- The German version of "Beiersdorf. The Company behind the brands NIVEA, tesa, Hansaplast and Co" is available at book stores starting on November 27<sup>th</sup>, 2018 for €29.95
- The English copy will be published in mid-December
- History of the company scientifically researched for the first time

**Hamburg, November 27, 2018** – NIVEA is known all over the world. Beiersdorf, the Hamburg company which created the "Crème de la Crème" and other successful brands, on the other hand, is not very well known. Its history began in 1882. In two world wars Beiersdorf lost its international business and was exposed to anti-Semitic attacks during the Nazi period. It had to start over from the beginning twice and yet today, Beiersdorf is a global player.

After several years of research in the rich archives of the company and numerous interviews with eye witnesses, Alfred Reckendrees tells the exciting history of the global Hamburg company – for the first time based on scientific research. "Beiersdorf is a company with an unusually exciting history. Although most people know its products, hardly anyone knows anything about Beiersdorf. That's reason enough to be occupied with the company for several years," says the author Alfred Reckendrees. In the richly illustrated book over 400 pages he describes the economic challenges and political conflicts that the major players had to overcome, their strategies and the company's reorientations, which were so closely interwoven with the multifaceted texture of German history.

Alfred Reckendrees is Associate Professor of Business History at the Copenhagen Business School. He has published numerous works in which he grappled with the development of German consumer society and company and economic histories.

"Beiersdorf. The Company behind the brands NIVEA, tesa, Hansaplast and Co" was published in German (ISBN 978-3406725081) by publishing house C.H.Beck on November 27<sup>th</sup>, 2018. The English version (ISBN 978-3406728105) will be published in mid-December. The book costs 29.95€ each.

## About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 135 years of experience in this market segment. The Hamburg-based company has about 19,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €7.1 billion in financial year 2017. Its product portfolio comprises strong, international leading skin and body care brands including NIVEA – the world's largest skin care brand\* – Eucerin, Hansaplast/Elastoplast, and La Prairie. Millions of people around the world choose the Beiersdorf brands every day for its innovative, high-quality products. Further renowned brands such as Labello, Florena, 8x4, Hidrofugal, arix, Aquaphor, SLEK, and Maestro round off the extensive portfolio. 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, 2017.

## Contact:

### Beiersdorf AG

Inken Hollmann-Peters

Vice President Corporate Communications & Sustainability

Phone: +49 40 4909-2001

E-Mail: [cc@beiersdorf.com](mailto:cc@beiersdorf.com)