

PRESS RELEASE

Beiersdorf creates new corporate indie brand unit

- In keeping with the C.A.R.E.+ strategy, Beiersdorf is consolidating new approaches for innovation within the company under the name OSCAR&PAUL
- Beiersdorf specifically focuses on new working methods and the creation of new business models with OSCAR&PAUL
- This starts with the OSCAR&PAUL – Corporate Indie Brands business unit, which will strengthen existing brands such as Labello, 8X4, and Hidrofugal, and also serve as an innovation cell

Hamburg, July 25, 2019 – They were two outstanding personalities of their era. Two people with an entrepreneurial mindset and inventive spirit: Oscar Troplowitz and Paul C. Beiersdorf are known as the founding fathers of Beiersdorf. With a great deal of drive and self-confidence they created real innovations and laid the foundations for today's global brand over 100 years ago with NIVEA. Since the beginning of July, Oscar Troplowitz and Paul C. Beiersdorf have also been lending their name to a new business unit at Beiersdorf for the first time: OSCAR&PAUL – Corporate Indie Brands will manage existing brands such as 8X4, Labello, and Hidrofugal, while also serving as an innovation cell for new concepts.

“Over the past two years, we have maintained a clear focus on new ways of developing and digitalizing our existing brands. With this new business unit, we will go a step further in future and test new, innovative approaches on all levels – from positioning to communication and sales – thereby serving as a source of internal inspiration,” says Hauke Voß, director of the new OSCAR&PAUL – Corporate Indie Brands business unit. Yet it does not stop there, as he further explains: “We will create corporate indie brands and launch new business models that are unique within the Beiersdorf Group. In doing so, we have deliberately decided against establishing an outsourced innovation lab that operates in isolation from the group. We will remain part of the management unit for Germany, one of our biggest and most important markets.”

New working methods and start-up mentality

Mastering Corporate Indie Brands – that is both claim and aspiration in itself for the new business unit. “We want to create brands that cater to the consumers’ needs in relation to authenticity, meaningfulness, and speed. To this end, we must constantly question our approaches and ourselves. This calls for a certain degree of initiative, courage, and creative thinking,” explains Hauke Voß. The unit is guided by the culture, idea generation processes and working methods of agile start-ups and is testing and adapting them based on its needs within the context of the company. As a consequence of this approach, the team not only works closely with colleagues within the company when developing new concepts, but also consciously relies on the input and ideas of external partners. This means that knowledge and innovation can be transferred between different worlds – and both parties ultimately benefit.

The business unit already proves this year that the aim and high aspirations are no future vision, but an actively embraced culture. This starts with the relaunch of the deodorant brand 8X4. Based on current trends and the latest insights into consumer needs, a completely new concept has been developed that focuses on individualization. Furthermore, a new brand will be launched in the fall – for the first time in more than 30 years. It is a brand that gets under the skin and appeals to a young and modern target group.

About Beiersdorf AG

Beiersdorf AG is a leading supplier of innovative and high-quality skin care products and has more than 135 years of experience in this market segment. The Hamburg-based company employs around 20,000 people worldwide and is listed on the DAX, the German stock index. Beiersdorf generated a turnover of €7.2 billion in the 2018 financial year. The Beiersdorf product portfolio features strong, world-leading skin and body care brands, including NIVEA – the world’s largest skin care brand* – Eucerin, Hansaplast, and La Prairie. Millions of people around the world trust in innovative and high-quality Beiersdorf products every day. Other notable brands such as Labello, Aquaphor, Florena, 8X4, Hidrofugal, arix, SLEK, and Maestro round off the extensive portfolio. Beiersdorf’s wholly owned subsidiary tesa SE, another globally leading manufacturer in its field, supplies self-adhesive products and system solutions to industry, businesses, and consumers.

*Source: Euromonitor International Limited; NIVEA as umbrella brand in the categories face, body, and hand care; retail sales 2018.

Contact:

Beiersdorf AG

Inken Hollmann-Peters
Vice President of Corporate Communications & Sustainability
Tel.: +49-40-4909-2001
E-mail: cc@beiersdorf.com