

PRESS RELEASE

Beiersdorf Launches Skincare Brand for Tattooed Skin

- Another milestone in the C.A.R.E.+ strategy: Beiersdorf taps new mass-market business field with its brand Skin Stories
- Tattoos becoming increasingly popular: OSCAR&PAUL – Corporate Indie Brands business unit picking up on this trend with a tattoo care brand
- A brand with a mission “Making tattooing better and safer” is all about special skincare and education on the topics of tattoos and tattooed skin

Hamburg, September 9, 2019 – They are pictures that really get under your skin and which have long since made it into mainstream society – tattoos. Almost one in five Germans now has a tattoo, and among women aged between 25 and 34, the proportion is even close to half, with the numbers continuing to rise. And the tattoo wearers and tattoo artists all want the same thing – for the work of art on the skin to stay looking great, even for decades. At the end of September, Beiersdorf’s new business unit OSCAR&PAUL – Corporate Indie Brands is launching a care system solution developed together with tattoo experts that responds precisely to these needs: the skincare brand Skin Stories – Performance Cosmetics.

“Tattoos are becoming more and more popular and have long since ceased to be a symbol of rebellion. They are now a personal accessory. But few people know how to look after tattoos properly,” says Hauke Voß, Director of OSCAR&PAUL – Corporate Indie Brands. He and his team spent close to two years engaging in in-depth research, creating an ‘Expert Circle,’ and working closely with external partners. And the results are impressive: the four products belonging to the new Skin Stories brand offer just the right care for any tattoo. In order to maintain tattoos and their stories on the skin in all their glory for as long as possible, the team developed an entirely new product range that contains the so-called INKGUARD-Technology®. It is an active ingredient combination that helps to optimally care for tattoos.

The launch of the first new Beiersdorf brand for more than 30 years marks another milestone in the C.A.R.E.+ strategy. With its care series for tattooed skin, the business unit, which is also committed

to introducing new business models, has conquered a new skincare category. The challenge now is to gain a firm foothold in this niche market, offer the consumers crucial added value, and breathe life into the brand purpose of “Making tattooing better and safer”. A key aspect of the brand strategy is educational work. “As tattooing is not an occupation that requires official training, there is no standard means of acquiring expertise in the field of dermatology, even though precisely this expertise would further improve the art of tattooing,” explains Voß. “Which is why, in addition to product development, Skin Stories established the Expert Circle, the first think tank for modern-day tattooing. This will now bring various disciplines in the fields of skin research and tattooing craftsmanship together.”

The new brand will be available in retail stores and at selected certified tattoo studios from the end of September. The range consists of four products. In addition to highly effective sun protection in the form of a stick, there is a special body lotion with UV filters for daily use. The repair balm is suitable for new tattoos and assists with skin regeneration, while the defining serum offers tattoos especially intensive care and strengthens the skin’s structure.

About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skincare products and has over 135 years of experience in this market segment. The Hamburg-based company has approximately 20,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of more than 7.2 billion euros in fiscal year 2018. The Beiersdorf product portfolio is characterized by strong, globally leading skincare and personal care brands such as NIVEA – the world’s number one skincare brand* – Eucerin, Hansaplast, and La Prairie. They impress millions of people around the world every day with their innovative and high-quality products. The extensive portfolio is complemented by other renowned brands like Labello, Aquaphor, Florena, 8X4, Hidrofugal, atrim, Maestro, and Coppertone. 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.

For more information, go to www.beiersdorf.de.

* Source: Euromonitor International Limited; NIVEA as umbrella brand in the categories Face Care, Body Care, and Hand Care; in retail value terms, 2018.

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