

PRESS RELEASE

Beiersdorf launches new face care brand “CHAUL” in South Korea

- Product range has been developed exclusively for the Asian market
- Face care products are based on fermented tea from South Korea
- Beiersdorf’s innovation hub NIVEA Accelerator (NX) speeds up consumer relevant innovation

Hamburg, November 18, 2020 – It is Beiersdorf’s first brand to be developed exclusively for the Asian market: With “CHAUL”, the skin care company is introducing a new type of facial care range in the premium segment. The product range based on fermented tea will initially be available in South Korea. If successful in that market, the plan is to expand “CHAUL” regionally step by step. The focus here will be on China, Asia’s largest country market. NX Accelerator, Beiersdorf’s innovation hub based in Seoul and operating in Asia, is leading the market launch of the fermented tea-based products.

“The Korean market is playing a pioneering role in Asia when it comes to developing innovative beauty products and digital technologies,” explains Stefan De Loecker, CEO of Beiersdorf AG. “With the face care brand ‘CHAUL’, we are launching a product range that was exclusively developed for the consumer needs of the Asian market by our Korean team.”

Treat for the face

The brand name itself is inspired by “Cha”, the Korean word for tea, because fermented tea is the defining ingredient in the three new “CHAUL” products. It comes from the traditional Hadong growing region in the south of the country, known for its wild tea fields. In the hilly landscape the tea leaves undergo a natural fermentation process under the influence of air, wind and sunlight. The face care range includes the “Early Ritual Water Essence”, the “Early Ritual Ampoule,” and the “Early Ritual Cream.” All three products counteract wrinkle formation and support an even complexion. The “CHAUL” trio is accompanied by the brand claim: “Own Your Moment. Own Your Beauty.”

New brand benefits from close collaboration with NX start-ups

South Korea is one of the world’s most competitive markets in skin care. If you want to survive here, you have to continuously set your own impulses. “With our ‘CHAUL’ products, we

specifically address the needs of consumers in the region,” says Endrik Hasemann, General Manager of Beiersdorf Korea and NX Co-Founder. At the same time, Beiersdorf has its own local platform and thus the best conditions for successfully marketing the new face care range. The NX Accelerator team is managing the launch of ‘CHAUL’ from the South Korean capital as an in-house start-up. The new brand is also benefiting from synergy effects resulting from collaboration with other start-ups from the NX network – for example, with regard to relevant e-commerce channels. “Throughout all project phases, we have involved the NX start-ups extensively in the development process,” reports Endrik Hasemann. “Starting with consumer studies, through packaging design and digital marketing, to our D2C business model. In less than ten months, the ‘CHAUL’ team was thus able to bring the product to market readiness.”

About NIVEA Accelerator (NX)

NIVEA Accelerator (NX) is the first global beauty accelerator in Korea. The acceleration program empowers innovative beauty start-ups in collaboration with Beiersdorf. NX has evaluated over 500 start-ups since 2019. On a yearly basis the top five start-ups are chosen to join the acceleration program. Exclusive benefits for the selected start-ups include a strategic partnership agreement with Beiersdorf, mentorship support, office space, and the possibility to pitch for venture investment. NX is aiming to become the leading beauty accelerator program in Asia by 2022.

About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has more than 135 years of experience in this market segment. The Hamburg-based company has around 20,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €7.6 billion in financial year 2019. Its product portfolio comprises strong, international leading skin and body care brands, including NIVEA – the world’s no. 1 skin care brand*, Eucerin, Hansaplast/Elastoplast, and La Prairie. Millions of people around the world choose Beiersdorf brands every day because of their innovative, high-quality products. Further renowned brands such as Labello, Aquaphor, Florena, 8X4, Hidrofugal, arix, Maestro, and Coppertone 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, 2019.

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