

PRESS RELEASE

Digital. Direct. Sustainable.

Beiersdorf Personalizes Face Care with Launch of New Brand O.W.N

- Focus on e-commerce: digital business model in key European markets fully paying into C.A.R.E.+ strategy
- Comprehensive studies, longstanding manufacturing expertise, and cross-functional knowledge transfer as basis for personalized skin care
- “Only What’s Needed” – O.W.N only uses ingredients that are specially formulated for individualized skin care needs
- Resource-conserving product range supports responsible consumption

Hamburg, February 17, 2021 – Everyone’s skin is unique – and so are its needs. Consequently, the more a product caters to one’s individual skin, the better it can fulfill these specific needs. With its innovative O.W.N face care brand, Beiersdorf is now explicitly responding to consumers’ growing desire for personalized skin care. The new brand is being launched in key European markets with a simple routine: facial cleansing plus day care as well as evening facial cleansing plus night care. O.W.N uses artificial intelligence and is built around a proprietary algorithm that brings together Beiersdorf’s profound 140 years’ skin care expertise and consumer knowledge. Thus, it is able to select the single best unique product offering out of 380,000 formula combinations. Fully in line with the strategic focus of advancing digital transformation within the C.A.R.E.+ strategy, the products are sold as part of a purely digital business model via the website www.ownskincare.eu. Here, consumers are given the opportunity to use a scientifically evaluated questionnaire to determine which care formula is best suited to their skin.

“The launch of O.W.N strengthens our focus on personalized skin care innovations – based on individual needs and scientific findings,” explains Stefan De Loecker, Chief Executive Officer of Beiersdorf AG. “The whole project is an internal start-up: a few dedicated entrepreneurial people and a ton of passion and hard work managed to drum up support from all functions to make this happen.” The product range of O.W.N is based on the particular combination of the consumer’s skin condition and the consumer’s specific wish to improve their skin. “Our point of difference is that the products evolve automatically with every new order – including criteria such as lifestyle, people’s personal circumstances, or seasonal changes,” adds De Loecker. “With this holistic approach, we not only maintain a direct digital connection with consumers, but we also enhance our knowledge regarding consumers and their skin. This will help us to offer even better personalized solutions in the future.”

Optimized Knowledge Transfer Strengthens Expertise

Behind the development of the personalized face care products lies a specifically designed algorithm based on insights and data from a survey of more than 4,000 consumers conducted in the run-up to the brand launch. Another key factor contributing to Beiersdorf's in-depth expertise in this market segment is the large-scale "Skinly" study. More than 10,000 women have already taken part in this study in Europe and Asia and have taken a total of over 2.5 million skin measurements to date. The data obtained in this way is continuously helping scientists to better understand external influences on the skin, such as those caused by UV radiation or air pollution, and to counteract negative effects more effectively. For Dr. Frank Schwanke, Manager of the Personalization Accelerator launched in 2019, cross-functional knowledge transfer at Beiersdorf also plays a key role in the continuous development of personalized skin care: "Our Personalization Accelerator is anchored in the R&D department and integrates a dynamic team from Supply Chain, IT, Marketing, and R&D. We bundle, structure, and strengthen synergies from various initiatives within the company. This is another strong point proving that our unique consumer knowledge is an enhancer to unlock white spot potential and to win with skin care."

The Brand Name Literally Says It All

With the market entry of O.W.N, Beiersdorf is generating further valuable experience with custom-made face care. Each product is specially made for the brand's individual consumers. The jars and bottles are filled with ingredients that are specially formulated for individual skin care needs. With the O.W.N product range, consumers are provided with everything they need for their personal facial skin care. This is also reflected in the brand name: O.W.N stands for "Only What's Needed". In the course of the online shopping process, not only the formulas but also the packaging is personalized so that the consumers' first names form a unit with the brand name – for example "MARY'S O.W.N". Their individual personality thus once again becomes the focus of the very shopping experience.

Responsible Consumption – Check!

For a growing number of consumers today, responsible consumption plays an increasingly important role in their everyday lives. O.W.N products support these consumers in reducing their personal ecological footprint – among other things, by using as many naturally derived and biodegradable ingredients as possible for the products' vegan formulations. In addition, the brand uses refillable jars, and bottles as well as outer packaging made from organic materials to reduce plastic waste. All single used components are recyclable. Hence, the new brand also pays directly into Beiersdorf's sustainability agenda CARE BEYOND SKIN.

About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for more than 135 years. Leading international brands such as NIVEA, the world's no. 1 skin care brand*, EUCERIN (dermocosmetics), LA PRAIRIE (selective cosmetics), and HANSAPLAST/ELASTOPLAST (plasters and wound care) are cherished by millions of people around the world day after day. Other renowned brands such as LABELLO, AQUAPHOR, FLORENA, 8X4, HIDROFUGAL, GAMMON, COPPERTONE, MAESTRO, CHAUL, and STOP THE WATER WHILE USING ME! round off our extensive portfolio. Through the wholly owned affiliate tesa SE, Beiersdorf is also a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers.

The Hamburg-based company is listed on the DAX, the German benchmark equities index, and generated sales of €7,025 million as well as an operating result (EBIT) of €828 million in fiscal year 2020. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture and the Beiersdorf purpose "Care Beyond Skin." With its [C.A.R.E.+](#) business strategy, the company pursues a multi-year investment program focusing on competitive, sustainable growth. The program is consistent with the ambitious [sustainability agenda](#), with which Beiersdorf is generating clear added value for consumers, society, and the environment.

*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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