

PRESS RELEASE

Eucerin Launches Its First Medical Product with Sun Protection Factor 100

- Eucerin expanding its sun protection portfolio with the introduction of the brand's first medical device
- ACTINIC CONTROL SPF100 helps prevent actinic keratosis and non-melanoma skin cancer
- The launch campaign demonstrates the influence of dermatological innovations on the lives of people with skin problems

Hamburg, February 24, 2021 – Actinic keratosis is the world's most common precursor to non-melanoma skin cancer and can often be attributed to the influence of the sun's rays. An especially high sun protection factor combats sun-induced skin damage and provides people whose skin is already impaired with the necessary protection. Eucerin is therefore now expanding its portfolio to include another product innovation: Eucerin ACTINIC CONTROL SPF100. This is the first medical device to be launched by the dermocosmetics brand. The reliable sun protection provided thus also emphasizes Eucerin's medical expertise.

Maximum sun protection for skin sensitive to and damaged by the sun

With its new innovation Eucerin ACTINIC CONTROL SPF100, Beiersdorf's dermocosmetics brand, is now offering new and effective sun protection which prevents actinic keratosis and non-melanoma skin cancer while also providing skin which is sensitive to the sun with effective protection from sun-induced skin damage. As such, it also serves as adjuvant treatment for patients already affected by actinic keratosis. "The highly effective combination of high UVA/UVB protection and broad-spectrum filters offers our consumers maximum sun protection. As intensive protection is important in particular for skin which is already damaged, we also tested its skin tolerance on patients with skin which is sensitive to the sun and with actinic keratosis," explains Dr. Gitta Neufang, Chief Innovation and Medical Officer.

In addition to high sun protection and very good skin tolerance, the product stands out thanks to its texture – Eucerin ACTINIC CONTROL SPF100 is a fluid with a non-greasy, readily absorbed, and light texture, making it more pleasant for those affected to use. This new product underscores the parent company Beiersdorf's pronounced skincare expertise that also takes into account the special needs of consumers with dermatological indications.

Global campaign emphasizes product efficacy and brand purpose

The product launch is accompanied by a global campaign in which Tony from the UK shares his experience of being diagnosed with actinic keratosis. "I wanted to protect myself from skin cancer while definitely spending more time with my son and doing the things I love, like playing football and golf, cycling, and going to the beach," he says in an interview with Eucerin. This is now possible thanks to the reliable sun protection factor, as he no longer has to worry about whether he has adequate protection when he spends time outdoors with his son. His story is another example that supports the Eucerin brand purpose: "WE BELIEVE IN THE LIFE-CHANGING POWER OF DERMATOLOGICAL SKINCARE."

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.

Contact:

Beiersdorf AG

Anke Schmidt

Vice President Corporate Communications & Government Relations

Phone: +49 40 4909-2001

E-Mail: cc@beiersdorf.com