

Press Release

Beiersdorf Enters Market for Post-Acne Marks

- Eucerin launches DERMOPURE TRIPLE EFFECT SERUM and DERMOPURE PROTECTIVE FLUID SPF 30 for blemish-prone skin with post-acne marks.
- With the launch, the dermocosmetics brand enters the market for post-acne marks and builds on the success of the patented active ingredient Thiamidol.
- Products provide life-changing solutions to alleviate the physical and emotional burden of those affected.

Hamburg, August 18, 2021 – This month, Beiersdorf’s dermocosmetics brand Eucerin is starting the global launch of two additional products from its DERMOPURE series for acne-prone skin: Eucerin DERMOPURE TRIPLE EFFECT SERUM with Thiamidol and the DERMOPURE PROTECTIVE FLUID SPF 30. The product combination offers an effective solution to reduce and prevent post-acne marks and blemishes and to control shine. In addition, the launch is highly relevant to the C.A.R.E.+ company strategy pillar “Winning with Skincare”, as Patrick Rasquinet, Member of the Executive Board for Pharmacy and Selective Brands, explains: “By focusing on post-acne marks, we are entering a completely new market. This skin condition affects large numbers of people worldwide, with a severe impact on their psychological well-being. Our effective dermocosmetic solutions offer great potential to meet the correspondingly high demand of our consumers.” One special feature is the use of the patented active ingredient Thiamidol in the new serum. Cornelius Becker, Global Head of Derma, describes: “With our innovative ingredient Thiamidol, we have achieved the leading position in the Even Skin market in 23 countries.¹ Now, for the first time, we were able to bring Thiamidol into the Acne category, thus continuing the success story of our life-changing ingredient also for blemish-prone skin.”

Post-Acne Marks: More than Skin-Deep

Acne affects up to 95% of adolescents and 40% of adults. Many of those affected experience post-inflammatory hyperpigmentation (also known as PIH or post-acne marks), which can persist for five years or even longer after the acute acne has vanished.² The globally widespread phenomenon of PIH is shown to negatively influence self-esteem and quality of life.³ The new product combination from the Eucerin DERMOPURE series provides effective relief from the physical and emotional burden of blemish-prone skin with post-acne marks. Rasquinet explains: “Acne leaves not only marks on the skin, but also emotional scars. That is why the effects of our product innovations go more than just skin-deep, a philosophy also expressed in the Eucerin brand purpose ‘WE BELIEVE IN THE LIFE-CHANGING POWER OF DERMATOLOGICAL SKINCARE.’”

Contact

Corporate Communications

Anke Schmidt

Phone: +49-40-4909-2001

Email: cc@beiersdorf.com

The Science Behind It: How the Products Work

The root cause of PIH is increased melanin production, which is stimulated by inflammatory factors. The blemish triggers melanocytes – the melanin-producing cells – to release excessive pigment granules. These darken and discolor the formerly stressed area. The Eucerin DERMOPURE TRIPLE EFFECT SERUM contains Thiamidol, which counteracts and reverses hyperpigmentation by addressing the root cause: the formation of melanin in the skin. Additionally, the formulation contains salicylic acid to reduce blemishes and licochalcone A to prevent new blemishes from appearing. Thanks to sebum-regulation technology, it leaves the skin with a long-lasting matte look.

Eucerin® DERMOPURE PROTECTIVE FLUID SPF 30 helps protect post-acne marks from darkening due to sun exposure. It contains effective filters to block ultraviolet rays (A and B), with a sun protection factor (SPF) of 30. Antibacterial decanediol helps prevent blemishes, and licochalcone A soothes irritated skin. The formula also features sebum-regulation technology for a long-lasting matte appearance. The products have enhanced efficacy when used in combination.

¹ Figures refer to the 2020 fiscal year.

² Abad-Casintahan, F. et al., *Frequency and Characteristics of Acne-Related Post-Inflammatory Hyperpigmentation* (J Dermatol, 2016, 43), 826-828.

³ Darji, K. et al., *Psychosocial Impact of Postinflammatory Hyperpigmentation in Patients with Acne Vulgaris*.

About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for nearly 140 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 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 [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, 2020.

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Contact

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