

Press Release

Crypto art that touches you: NIVEA launches free NFT art about the value of touch

- NIVEA enters the world of NFTs (non-fungible token) to explore the value of touch
- Based on the belief that touch should be accessible to all, NFTs are offered for free
- Temporarily visual impaired artist uses touch to create digital artwork

Hamburg, December 13, 2021 – Skincare brand NIVEA is tapping into the connected world of NFTs (non-fungible token) to showcase the value of touch through digital art. NIVEA believes in the importance of touch for mental and physical health, putting the accessibility of touch for all in the spotlight through a limited edition of a NIVEA NFT art piece that is available for free.

Non-fungible touch

NFT technology normally allows people to trade and own high-value tokens like art, collectibles, or real estate via cryptocurrencies and has recently become increasingly popular in the art world. With the “Value of Touch”, NIVEA wants to bring attention to the power of touch, using NFTs to discuss the value society currently attributes to it, and to spark a discussion about how touch can be valuable and powerful, even if freely available to all.

The artist behind NIVEA’s NFT art piece is **Clarissa Baldassarri**, an Italian visual artist who suffered from temporary visual impairment early on in her career as a painter. The limitations she experienced inspired her to rediscover art through what she calls a conscious touch.

NIVEA’s NFT art will be minted on [Polygon](#) and will be available as a limited edition for free via a dedicated NIVEA [website](#). NIVEA is the first mass brand to offer free NFTs that represent the value of touch.

Touch with purpose

When loneliness takes up more space in people’s lives, human touch and feeling connected to others can make a fundamental difference. “The Value of Touch” is part of NIVEA’s brand purpose “Care for Human Touch to Inspire Togetherness”, launched in January 2021. Through this the brand supports human touch projects to promote the quality of life for people at risk of loneliness. By 2025, NIVEA aims to globally invest 20 million Euro in human touch projects with positive impact on the individual health and well-being of more than 150.000 people. Ultimately, each of these project outcomes cater to a strengthened sense of human connectedness and resilience, and thereby alleviates feelings of loneliness.

NIVEA’s “The Value of Touch” NFT art can be claimed for free at nivea.com/thevalueoftouch.

More content about the project can be found at NIVEA’s global Instagram page [@nivea](#).

Contact

Corporate Communications
Anke Schmidt
Phone.: +49 40 4909-2001
Email: cc@beiersdorf.com

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 [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, 2020.

Additional information can be found at www.beiersdorf.com.

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Contact

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Phone.: +49 40 4909-2001
Email: cc@beiersdorf.com