

# Press Release

## **Beiersdorf Investing in Start-up for Digital Dermatologist Appointments**

- Beiersdorf acquiring a stake in the start-up dermanostic through its OSCAR&PAUL Beiersdorf Venture Capital unit.
- Easy-to-use dermanostic app makes high-quality digital advisory services for consumers possible in the growing area of teledermatology.
- Successful collaboration with dermanostic is another step in Eucerin's digital strategy of creating new digital touchpoints and pioneering advisory services for consumers.

**Hamburg, January 11, 2022** - The skincare company Beiersdorf is investing in the Düsseldorf-based start-up dermanostic through its OSCAR&PAUL Venture Capital unit. The young company is active in the strategically important field of digital health and offers app-based dermatological diagnosis. The service can be booked around the clock for 25 euros irrespective of location, with the diagnoses then performed by experienced dermatologists within 24 hours once the patients have uploaded three photos and filled out a medical history questionnaire. In less serious cases in particular, dermanostic can eliminate the need for a patient to visit a dermatological practice and can provide fast solutions for an individual skin problem, for example by sending the prescription by mail or digitally via online pharmacies.

### **Digital diagnoses as the next level in professional skincare advice**

Ascan Voswinckel, Head of OSCAR&PAUL Beiersdorf Venture Capital, sees this latest investment and the resultant collaboration with dermanostic as an important step: "We believe digital health and teledermatology offer huge potential, especially among the younger target group. Digital dermatologist appointments offer our consumers significant added value as they allow for swift, straightforward, inexpensive, and professional advice regarding their skin indication. As such, dermanostic's new digital service is the perfect fit for our Eucerin brand and innovatively complements our dermocosmetic brand's digital consumer journey." This is corroborated by Cornelius Becker, Beiersdorf's Head of Derma: "The collaboration with dermanostic is a relevant aspect of our digitalization strategy. Especially in these times of COVID-19 and physical distancing, we must find digital ways of offering our consumers the right advice to solve their skin problems. By engaging in close communication with the experts at dermanostic, we can learn from one another and thus do even better at establishing digital closeness with our consumers." The collaboration with the start-up also gets to the core of the brand purpose "WE BELIEVE IN THE LIFE-CHANGING POWER OF DERMATOLOGICAL SKINCARE," as Becker explains: "Skin problems do not always only affect our skin, they often also have an impact on the affected person's confidence and emotional state and therefore also on their quality of life. But help can be provided in the form of the right dermatological solutions. Here, we draw not only on our intensive research and development work, but also on close communication with dermatologists."

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## Two partners with one goal – offering solutions to individual skin problems

“We are delighted to have Beiersdorf at our side as a strong and experienced partner,” says Dr. Ole Martin, Managing Director and cofounder of dermanostic, commenting on the Beiersdorf investment. “In the past few months alone, we have seen what a good match dermanostic and Eucerin are. As part of the cooperation, interested users can find information about our offers and services on a dedicated landing page at [www.eucerin.de](http://www.eucerin.de). Users with skin problems also have the opportunity to go directly to the dermanostic service to receive a skin consultation. An offer that has been well received.”

True to the spirit of Beiersdorf’s founding fathers Oscar Troplowitz and Paul Beiersdorf, the OSCAR&PAUL Beiersdorf Venture Capital unit invests in innovative companies and start-ups. The unit pursues the objective of generating mutual value and jointly expediting forward-looking technologies, new business models, and skincare innovations. In addition to its investment in dermanostic, OSCAR&PAUL Beiersdorf Venture Capital invested among others in the personalized skincare brand Routinely back in May 2021. This brand focuses on a modular skincare routine which takes the dynamic nature of skin into account on the basis of an online questionnaire and an app.

## About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skincare and body care as well as pioneering skin research for close to 140 years. Leading international brands such as NIVEA, the world’s no. 1 skincare brand,\* EUCERIN (dermocosmetics), LA PRAIRIE (selective cosmetics), and HANSAPLAST (adhesive bandages and wound care) are valued 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 the extensive portfolio. Through the wholly owned affiliate tesa SE, Beiersdorf is also a global leader in the manufacture of technical adhesive tapes and provides self-adhesive system solutions to industry, businesses, and consumers.

The Hamburg-based company generated sales of 7,025 million euros as well as an operating result (EBIT) of 828 million euros 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 is pursuing a multiyear investment program focusing on competitive, sustainable growth. The program is consistent with the ambitious [sustainability agenda](#), with which Beiersdorf generates clear added value for consumers, society, and the environment.

\*Source: Euromonitor International Limited; NIVEA as umbrella brand in the categories Face Care, Body Care, and Hand Care; in retail value terms, 2020.

For more information, go to [www.beiersdorf.com](http://www.beiersdorf.com).

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