

Press Release

Beiersdorf Inaugurates New Innovation Center in the US

- Beiersdorf strengthens its position on North American market
- Innovation Center to accelerate local innovation and become the first center of excellence for therapeutic OTC as well as sun care products
- New North American headquarters in Stamford, Connecticut, creates further opportunities to drive local growth

Hamburg/Stamford/Florham Park, February 3, 2022 – Skin care company Beiersdorf is opening a new chapter in the North American market with two inaugurals. As part of its global R&D strategy, the company opened the doors of an all-new Innovation Center in Florham Park, New Jersey. Additionally, it inaugurated its new North American headquarters in Stamford, Connecticut.

Both new facilities represent a strong commitment to the region and will help drive growth for Beiersdorf with a strengthened position in the North American market. By establishing a new regional hub for innovation in New Jersey, Beiersdorf will gain further local insights to help identify unmet consumer needs and further fuel innovation.

Global Center of Excellence for OTC and Sun Care Products

Beiersdorf's newly built, state-of-the-art Innovation Center is located in Florham Park, N.J. Only 35 miles west of New York City, this area of New Jersey is considered a "science hotbed," as it is also home to other large research and development centers, and has excellent access to talent and universities, suppliers, and testing institutes. This N.J. Innovation Center is one of two regional Innovation Centers of Beiersdorf in the world; the other in Shanghai. It is the first global center of excellence for over-the-counter and sun care products outside of Hamburg.

"The Beiersdorf Innovation Center will be our powerhouse in North America," said Beiersdorf CEO Vincent Warnery. "The US represents the world's largest skin and sun care markets. A strong R&D presence in North America and an enhanced position in skin and sun care is vital to growing our business in the region and fully pays into our C.A.R.E.+ strategy."

Beiersdorf's Research & Development division sets industry-wide global standards on formulating, analyzing, and evaluating the effectiveness of skin care products, thanks to more than 900 scientists globally in the Consumer Business segment, including 45 in the new US facility. "Regional Innovation Centers are a vital part of our global R&D strategy. With this new center we significantly enhance our R&D capabilities, allowing us to accelerate innovation as well as to facilitate close collaboration with our local partners. It therefore enables us to fuse and fully leverage internal and external skin expertise in order to identify unmet patient and consumer needs, and to develop innovative, therapeutic skin care products," said Dr. Gitta Neufang, Corporate Senior Vice President Global R&D. Apart from the two regional Innovation Centers in China and the US, Beiersdorf has regional development labs in Brazil, India, Japan, and Mexico.

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The new LEED-certified center in New Jersey spans about 3,000 m² of office and laboratory space with room for expansion, and includes collaboration spaces, a consumer sensory panel focus room, and state-of-the-art GMP laboratory suites for the development of OTC products.

New Headquarters Offers Dynamic Work Environment

An additional step for Beiersdorf towards strengthening its position on the North American market is its move to the new headquarters in Stamford, Connecticut. Here, 180 colleagues will find modern working environments on a scenic campus of more than 93,000 m². Designed to optimize the experience of flexible and evolving dynamic work styles, the LEED-certified, open-concept office not only offers over 250 workpoints, collaboration areas, and special high-tech areas. The campus also features thoughtful and modern amenities, including amongst others a state-of-the-art fitness center, a meditation space, dry-cleaning services, an array of pleasant green spaces and an indoor/outdoor dining area at the Terrace Café.

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 skin care 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.

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

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