

Press Release

Beiersdorf Strengthens Climate Engagement with the Launch of Its First Climate-Neutralized Plasters

- Beiersdorf launches its first climate-neutralized plasters*, GREEN & PROTECT, under the Hansaplast, Elastoplast, and CURITAS brands.
- Both the wound pad and the backing of the new GREEN & PROTECT plasters are made from naturally derived fibers, and the product comes in cardboard packaging that is 93% recycled.
- With this launch, Beiersdorf continues to drive climate action at product level as part of its CARE BEYOND SKIN Sustainability Agenda.

Hamburg, February 8, 2022 - In the year of Hansaplast's 100th birthday, Beiersdorf Health Care is laying an important sustainability milestone: the Hansaplast, Elastoplast, and CURITAS brands are launching their first climate-neutralized product. The GREEN & PROTECT plasters are already available in some countries, such as Germany, France, and Spain. Within the upcoming months, the climate-neutralized products will be globally available in about 30 countries.

More sustainable plasters are blocking 99% of bacteria

Hansaplast, Elastoplast, and CURITAS maximized all key aspects of the GREEN & PROTECT plasters in terms of sustainability, combining it with their well-known product performance and reliable wound protection. The wound pad and backing are made from naturally derived fibers and, just as the release liner, from wood types taken from FSC®-certified forests only. Additionally, the plaster packaging is unbleached, 93% recycled and has the lowest weight possible for the material used. Alexander Reindler, General Manager Global Health Care, underlines: "We have worked intensively on maximizing the sustainability aspects of GREEN & PROTECT without compromising on the reliable wound protection that blocks 99% of bacteria**, as promised by our Bacteria Shield logo. However, we wanted to go even further, so we decided to balance all remaining emissions through certified climate projects."

Beiersdorf is driving climate action

Beiersdorf has defined climate action as a key priority in its CARE BEYOND SKIN Sustainability Agenda, implementing numerous initiatives to reduce CO₂ emissions and to make a significant contribution towards limiting global warming. The skincare company will be reducing both direct and indirect greenhouse gas (GHG) emissions (scope 1-3) by 30% in absolute terms by 2025, and is striving to make all Beiersdorf production sites climate neutral by 2030. The commitment to climate action is also evident at brand and product level. For example, NIVEA's first climate-neutralized products were launched within the Naturally Good Face Care range in April 2021, followed by the climate-neutralized NIVEA Shower assortment. Now, Beiersdorf is taking the next step at product level with GREEN & PROTECT and its Health Care brands. Reindler adds, "We are proud of our first climate-neutralized plasters and of

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the fact that we are continuously maximizing the performance of our portfolio while minimizing our environmental and climate footprint. This is also in line with our purpose, 'We've got you covered. For a life uninterrupted,' as this means to us that protecting people's wounds should go along with protecting all aspects of people's lives – such as our environment."

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.

* Electricity used in the production of the plasters comes 100% from renewable energy sources; compensation of remaining emissions through certified climate projects.

** Hansaplast/Elastoplast/CURITAS plasters protect against dirt and bacteria.

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

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