

Press Release

Emily Coleman appointed as new CEO of Chantecaille

Hamburg, September 1, 2022 - Chantecaille Beaute Inc., a leading prestige beauty brand owned by the Beiersdorf Group, has appointed Emily Coleman as its new Chief Executive Officer, succeeding founder Sylvie Chantecaille. Coleman is carrying out her new position in the company's headquarters in New York, USA, as of now. She reports directly to Beiersdorf Executive Board Member Patrick Rasquinet, who is responsible for the Pharmacy & Selective Business (Eucerin, Hansaplast, La Prairie, Chantecaille).

Coleman joins Chantecaille after 20 years at L'Oréal, where she gained experience in a wide range of areas, including Digital & Marketing, Travel Retail & Retail Operations, as well as Supply Chain. Her last role with L'Oréal was Senior Vice President of the brand Urban Decay. During her career, Coleman acquired a particular passion for developing global brands with local relevance, which she has demonstrated in Paris, Hong Kong, New York, and California. She completed her university education at Oxford University in England and at the MPS Fashion Institute of Technology in New York.

Patrick Rasquinet, Beiersdorf Executive Board member commented "Chantecaille plays a central role at Beiersdorf, as the brand complements our portfolio in prestige beauty with skin care and makeup products. In Emily we have found a CEO with vast experience in skin care and makeup to lift our prestige brand to the next level and continue to grow Chantecaille as a leader in natural beauty. I'm delighted to welcome her to the Beiersdorf Group."

Emily Coleman, CEO for Chantecaille, added: "It is a great honor for me to join Chantecaille, a brand with strong heritage and values. Sylvie Chantecaille founded this wonderful brand; with all her passion and acumen, she has made it the success it is today. I feel truly privileged to be part of the next chapter of Chantecaille and am committed to ensuring more consumers around the world also discover, engage, and connect with Chantecaille."

Following the successful takeover of Coppertone in 2019, Chantecaille is already the second acquisition in the United States as part of the company's C.A.R.E.+ strategy. By acquiring Chantecaille, Beiersdorf bolstered its portfolio in the prestige beauty segment and strengthened its position, especially in the United States, China, and Korea.

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About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for 140 years. Leading international brands such as NIVEA, the world's no. 1 skin care brand*, Eucerin (dermocosmetics), La Pairie (selective cosmetics), and Hansaplast/Elastoplast (plasters and wound care) are cherished by millions of people around the world day after day. Renowned brands such as Aquaphor, Coppertone, Chantecaille, Labello, 8x4, arix, Hidrofugal, Maestro, and Florena round off our extensive portfolio in the Consumer Business Segment. 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 €7,627 million as well as an operating result (EBIT) of €933 million in fiscal year 2021. 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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About Chantecaille Beaute Inc.

Chantecaille, the preeminent botanical beauty company known for natural, luxurious skincare, fragrance and beautifying cosmetics was founded in 1997 by beauty pioneer Sylvie Chantecaille. The line stands out for the uniquely high concentration of naturals and botanicals found in each groundbreaking formula and is also distinguished by the exceptional purity of its ingredients. Also integral to the company are a deep commitment to philanthropy and conservation, personal passions of the Chantecaille family which have become the company's platform for activism and change.

Additional information can be found at www.chantecaille.com

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