

# Press Release

## **Paving the way towards a more sustainable future: Beiersdorf launches further products with reduced CO<sub>2</sub> footprints**

- Beiersdorf with strong efforts to deliver towards ambitious climate target of reducing 30% of scope 1, 2 and 3 emissions in absolute terms until 2025
- NIVEA Sun und NIVEA Lip Care products available with more environmentally friendly formulas and packaging – Eucerin introduces innovative packaging concept of refill jar
- Sustainability team presents progress at GREENTECH FESTIVAL in Berlin (June 14-16)

**Hamburg, June 5, 2023** – Right on time for this year’s World Environment Day on June 5<sup>th</sup>, Beiersdorf shares further progress on the implementation of its ‘Climate Care’ mission on product level. Following last year’s sustainability innovations around NIVEA Shower lightweight bottle and NIVEA Soft more climate-friendly formula – both achieving significant CO<sub>2</sub> emission reductions, Beiersdorf now brings NIVEA Sun and NIVEA Lip Care to market with relevant improvements and a reduced CO<sub>2</sub> footprint. Also, Eucerin progresses well with its product transformation, recently launching a refill jar for its Hyaluron-Filler range.

### Transformation of products contributes to climate progress

Beiersdorf started its transformation across the business and its value chain to reduce CO<sub>2</sub> emissions wherever possible already in 2020. With its CARE BEYOND SKIN Sustainability Agenda, the company aims to achieve a 30% absolute reduction of CO<sub>2</sub> emissions across the entire value chain (scope 1, 2 and 3) by 2025 (vs. base year 2018). To achieve this, Beiersdorf is collaborating intensively with its suppliers and reworking products and assortments of its global brands – both on formula and packaging level. “Based on our strong expertise and innovation power, we are working intensively to transform all our existing products towards sustainability. Passionately, we strive to combine our excellent skin care benefits and superior product performance for our consumers with adding sustainability aspects,” explains Dr. Gitta Neufang, Corporate Senior Vice President Global R&D at Beiersdorf. “We have set one of the most ambitious climate targets of our industry and I am very proud that we are progressing so well. At the end of 2022, we achieved a 17% absolute CO<sub>2</sub> reduction and our strong efforts on product-level are a key contributor to this great success”, adds Jean-François Pascal, Vice President Corporate Sustainability.

### NIVEA Sun reworks packaging and formula towards eco-friendliness

The popular NIVEA Sun assortment has been optimized intensively – both in terms of packaging and formula – and is available on the market this season with a reworked portfolio. For the NIVEA Sun Protect

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& Moisture range the bottles, blue caps and yellow trigger pumps now include 50% recycled material. Hence, they are contributing to Beiersdorf's plastic pledge that aims to halve the use of fossil-based virgin plastic by 2025 and foster the circular use of materials. Furthermore, the formulas of the whole NIVEA Sun range have been improved in terms of eco-consciousness, as the UV filters Octinoxate and Oxybenzone have been eliminated. By implementing these measures in the NIVEA Sun assortment, its impact on the environment can be significantly reduced while retaining the established quality of the product assortment.

## NIVEA Lip Care implements sustainability holistically

The NIVEA Lip Care assortment has also been reworked intensively in the past year, leading to a reduction of 250t of CO<sub>2</sub> emissions per year. Changes have been made to nearly the entire product range: from the replacement of plastic through paper cardboard, to the optimization of its production lines, a reduced energy consumption in the production process and lower CO<sub>2</sub> emissions in transport. On product level, the reworked NIVEA Lip Care products are no longer packed in a plastic blister and will be available in a plastic-free folding box, which is made from recycled and FSC paper. Furthermore, NIVEA Lip Care introduces a new stick that is made of mono material, polypropylene (PP), which is now a fully recyclable solution. Last, but not least, almost all product formulas have been reworked and entail 99% ingredients of natural origin (except SPF). The new range coming to the German market in September 2023 uses ethically sourced shea butter and implements with this another step towards the use of ecologically and socially sourced ingredients. All Labello products have been free of mineral oils since 2018.

## Eucerin introduces innovative refill jar

With an innovative new refill jar, Beiersdorf's second largest global brand Eucerin recently launched a new, sustainable packaging alternative for its Hyaluron Filler Day and Night Cream. The refill concept for this anti-age bestseller only needs 8g instead of 89g of plastic, which corresponds to saving ~90% of plastic when consumers keep the outer jar & lid and purchase just the inner jar as a refill. Potentially, this can deliver an annual saving of ~24t of plastic. Also, the folding box of the product is made of ~92% recycled paper. Wiebke Maerker-Scheel, Global Associate Director Sustainability Derma, states: "At Eucerin we work continuously to combine the highest level of product efficacy with a minimum impact on the environment. Due to the enormous plastic savings, our Eucerin refill jar represents a milestone in our ambitious sustainability journey. It significantly contributes to our targets to reduce plastic consumption and CO<sub>2</sub> emissions."

## Beiersdorf sustainability progress at the GREENTECH FESTIVAL

On June 14-16, Beiersdorf will participate in this year's GREENTECH FESTIVAL (GTF) in Berlin to share its progress on sustainability. The exhibition space will display the latest product reworks of NIVEA, Eucerin and Hansaplast that already implemented more climate-friendly formulas and packaging. Also, Dr. Gitta Neufang, Corporate Senior Vice President Global R&D, will speak at the Solutions Stage on

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Friday, June 16<sup>th</sup> at 11 a.m. about the challenges and opportunities of transforming global iconic products. Find out more about the GREENTECH FESTIVAL at [www.greentechfestival.com](http://www.greentechfestival.com).

## 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 Prairie (selective cosmetics), and Hansaplast (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 €8.8 billion as well as an operating result (EBIT) of €1.2 billion in fiscal year 2022. 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, 2022.

Additional information can be found at [www.beiersdorf.com](http://www.beiersdorf.com)

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