

Press Release

A pioneer in epigenetic skin science - Beiersdorf launches first product based on patented skin-specific age clock technology

- Beiersdorf launches its first Epigenetic Serum and paves the way for a revolution in skin rejuvenation under its Eucerin brand.
- Novel approach against skin aging - serum with active ingredient Epicelline® reactivates youth genes to reverse signs of aging.
- With more than 15 years of research in the field of epigenetics and industry-leading product innovations, Beiersdorf solidifies its position as pioneer in skin care science.

Hamburg, September 2, 2024 - The launch of the innovative Eucerin Hyaluron-Filler Epigenetic Serum allows consumers to experience the impactful results of Beiersdorf's epigenetic research. The new product features Beiersdorf's patented skin-specific age clock technology, an algorithm based on epigenetic patterns that makes it possible to measure the biological age of skin. This delivered crucial insights Beiersdorf scientists used to identify the active ingredient Epicelline® that turns back the age clock of skin cells and reverses signs of aging¹.

Vincent Warnery, CEO of Beiersdorf, emphasizes the added value that these innovations hold: "It is truly life-changing what we have already achieved with our pioneering epigenetic research: Eucerin Hyaluron-Filler Epigenetic Serum - a single product that fights a whole ten signs of skin aging at once and makes people look up to five years younger. We are turning back time!" He adds: "With our Eucerin Hyaluron-Filler Epigenetic Serum we are revolutionizing skin care - not for the first and certainly not for the last time in our Beiersdorf history."

"The development of our patented skin-specific age clock technology and the active ingredient Epicelline® represent the culmination of more than 15 years of research in the field of epigenetics. As leading experts in skin research for over 140 years, Beiersdorf recognized the potential of epigenetics early on and is now paving the way for major innovations in the efficacy of products supporting our consumers in healthy aging," says Dr. Gitta Neufang, Corporate Senior Vice President Research and Development at Beiersdorf.

The role of epigenetics in skin aging

Skin aging is a highly complex, multifactorial process. It had long been assumed that the way we age is determined only by genetics. But epigenetic research has consistently disproved this. The appearance of our skin - its general vitality, firmness, and wrinkling - is influenced by numerous external factors like

¹ Proven in vitro.

Contact

Corporate Communications
Anke Schmidt
Phone.: +49 40 4909-2001
Email: cc@beiersdorf.com

diet, lifestyle, stress, or UV exposure. Those external factors create a unique epigenetic pattern on your skin code, which regulates the activity of certain genes. Negative influences as well as aging itself can thus silence skin-relevant genes and deactivate our “youth genes”. All of this takes place with no changes in genetic information. Instead, small, chemical molecules are attached to the DNA. This process, known as DNA methylation, can be reversed.

Turning back the skin’s “age clock” with the active ingredient Epicelline®

Beiersdorf has discovered how to reactivate silenced youth genes using the age clock technology. Based on epigenetic patterns, this algorithm determines the biological age of the skin which can differ significantly from chronological age,² and allowed Beiersdorf scientists to identify the epigenetic active ingredient Epicelline® after over 15 years of cutting-edge research. The innovative active ingredient switches the youth genes of the skin back on and turns back the age clock of the skin cells, thus supporting an impressive anti-aging result. Based on these insights, Beiersdorf has developed a breakthrough innovation in epigenetic skin science: the new Eucerin Hyaluron-Filler Epigenetic Serum. It works via a revolutionary technology rejuvenating skin cells and stimulating the youth genes of the skin, thus effectively reversing ten signs of skin aging³. Complemented by Hyaluronic Acid, Glycine Saponin, and Enoxolone, the formula supports, for example, increased firmness, wrinkle reduction, lifting effect, improved facial contours, and rejuvenation.

Beiersdorf – a pioneer and expert in epigenetic skin research

Beiersdorf began its epigenetic skin research back in 2008. This makes the international skin care company, which invested more than €240 million in research and development (R&D) in 2023 alone, one of the first institutions to identify comprehensive epigenetic changes during skin aging. To date, Beiersdorf scientists have analyzed skin samples from more than 1,000 people. 850,000 so-called methylation sites were measured per person to find out, via analysis of the individual epigenetic pattern, which of these epigenetic markers are associated with skin aging. In addition, Beiersdorf’s epigenetics team, which comprises a total of some 20 interdisciplinary specialists, has now scrutinized around 50,000 substances and extracts to identify and qualify active ingredients for skin rejuvenation. In 2016, Beiersdorf began developing the first skin-specific “age clock” and received a patent for it in 2021.

“The skin-specific age clock helps us find novel skin care solutions that make people look younger than they really are. Leveraging our scientific expertise in the field of epigenetics, our goal is not only to improve single functionalities of aged skin cells, but to fundamentally rejuvenate skin cells,” explains Dr. Gitta Neufang, Corporate Senior Vice President Research and Development and head of more than 1,000 Beiersdorf R&D employees worldwide. “Excellence in skin research is the DNA of our company – and this latest product innovation a true testament to how we offer superiority through science.”

² Chronological age is determined by our year of birth. Biological age describes a person’s physical condition and – depending on lifestyle – can sometimes differ greatly from the actual age on the birth certificate.

³ Clinical studies over two weeks and four weeks with 43 volunteers each. Product-in-use test over four weeks with 160 volunteers.

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New (r)evolutionary stage in anti-aging skin care

The latest successes in Beiersdorf's epigenetics research represent another important step in the development of innovative products that can make a true difference in consumers' lives and sustainably contribute to healthy aging - fully in line with the Eucerin brand's purpose of believing in the life-changing power of dermatological skin care. This achievement fits seamlessly into Beiersdorf's strong science-based active ingredient history, which includes gamechangers such as the innovative Q10 or Thiamidol.

About Beiersdorf AG

Beiersdorf has stood for innovative skin care and pioneering skin research for over 140 years. The company headquartered in Hamburg, Germany, employs more than 22,000 people worldwide. In the fiscal year 2023 Beiersdorf generated sales of €9.5 billion and an operating result (EBIT margin excluding special factors) of €1.2 billion. Leading international brands such as NIVEA, Eucerin, La Prairie and Hansaplast are cherished by millions of people around the world every day. Renowned brands such as Aquaphor, Coppertone and Chantecaille complement the extensive portfolio in the Consumer Business Segment. Through its wholly owned subsidiary tesa SE, Beiersdorf is a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers. Guided by the purpose 'Care Beyond Skin', Beiersdorf pursues an ambitious sustainability agenda with the goal of net zero emissions by 2045.



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Contact

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Anke Schmidt
Phone.: +49 40 4909- 2001
Email: cc@beiersdorf.com