

Press release

Significant milestone: Beiersdorf receives approval of hero ingredient Thiamidol in China

- National Medical Products Administration (NMPA) approves first anti-spot ingredient ever since implementing China's Cosmetics Supervision and Administration Regulation
- Approval of "Thiamidol 630™" in China marks significant milestone in Beiersdorf's Win with Care Strategy to deliver breakthrough innovations to meet the evolving needs of its consumers

Hamburg/Shanghai, November 5, 2024 – Beiersdorf, one of the world's leading skin care companies, received the approval for its patented innovative ingredient "Thiamidol 630™" in China from the National Medical Products Administration (NMPA). The regulatory approval was announced at the commencement of this year's China International Import Export (CIIE) conference in Shanghai from November 5 - 10, 2024, which Beiersdorf is attending.

Vincent Warnery, CEO of Beiersdorf: "We are delighted about the approval of our hero ingredient Thiamidol 630 in China and would like to thank the NMPA and the National Institutes for Food and Drug Control (NIFDC) for their supervision and support in the process. This decision is yet again testament of our pioneering spirit and innovative power. With our breakthrough innovation Thiamidol, we are meeting the evolving needs of our consumers around the world, including those in China, one of our key strategic growth markets in our Win with Care strategy. I'm incredibly proud of our teams in China and across the world for their tireless work and dedication to make this historical achievement possible."

Beiersdorf's patented anti-spot ingredient Thiamidol is the most effective ingredient against hyperpigmentation on the market. Its efficacy has been proven in more than 110 clinical studies involving approx. 8,500 participants of all skin types. After 10 years of research and testing 50,000 compounds by Beiersdorf scientists, it was first launched in 2018 and has been rolled out across the world from 2019. Since 2021, when Beiersdorf introduced the ingredient to the Chinese community at the CIIE for the first time, the ingredient has been available to consumers in China via cross-border ecommerce.

Dr. Gitta Neufang, Chief R&D Officer of Beiersdorf: "Thiamidol 630 is only the second anti-spot ingredient to receive such approval in China and the first since the implementation of the Cosmetics Supervision and Administration Regulation. For our team this is another significant step in our strategy to further expand Thiamidol across our brand portfolio to address hyperpigmentation and thus touch people's lives."

The regulatory approval of "Thiamidol 630™" in China is the first step towards the complete registration of the finished goods to be distributed in domestic China. Beiersdorf will cooperate with the NMPA to support a compliant and fast registration process to introduce the products into the Chinese market which is expected within 12 to 18 months.

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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 (the world's no. 1 skin care brand*), 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 from 2045.

Further information can be found at www.beiersdorf.de.

** Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2023.*



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