

## Press release

### **Collaboration between Beiersdorf and Columbia University Largest academic research alliance in company history in the US**

- Support of up to €5 million for the alliance over a period of five years
- Focus on innovative “skin aging” and “skin of color” research fields
- Initial project funding application phase launched

**Hamburg, December 09, 2024** - From what started as a small pharmacy to grow to become one of the world's most successful companies in skin research has been the result of incredible pioneering spirit, high quality standards, exceptional scientists, and massive investment in research and development (R&D). These investments totaled €241 million for the Consumer Business Segment in fiscal year 2023. The international R&D team comprises more than 1,000 employees. More than 700 of these scientists work in the globally significant research center with around ten molecular biology laboratories and its own study center at the Hamburg headquarters to research skin aging processes, skin diseases, and much more.

Beiersdorf's global research network also includes innovation centers in the US and China as well as development laboratories in India, Brazil and Japan. Beiersdorf was the inventor of the world's first stable skin cream, NIVEA, in 1911, and numerous other pioneering skin care innovations. However, with the world moving ever faster, particularly in the extremely complex field of skin research, the increase in knowledge is growing quickly. This makes collaboration with other “bright minds” who are working on similar issues and solutions even more important. Beiersdorf's global network currently comprises more than 300 partners. “Our international success is characterized by strategic collaboration with recognized experts in their field. We are firmly convinced that relevant progress is made at the interfaces between disciplines and expertise that go beyond the status quo with creative new ideas,” said Dr. Gitta Neufang, Chief Research & Development Officer at Beiersdorf. “North America is one of the world's most important skin care markets and is therefore of great strategic relevance to us. The aim of this close collaboration with the renowned Columbia University (NYC), which will initially run for five years, is to expand our position as one of the world's leading skin care companies,” said Vincent Warnery, CEO of Beiersdorf. Beiersdorf will be supporting the project with up to €1 million per year.

### **New solutions to improve skin condition**

The objective of the R&D collaboration between the research-focused consumer goods company and the private Ivy League research university is to identify new intervention strategies and solutions to improve the condition of the skin. In the medium term, the aim is to develop superior new products for the global face care market. The project combines Beiersdorf's leading role in the skin care segment with Columbia University's outstanding expertise in life sciences. Columbia University research groups can submit project proposals, particularly in the areas of skin aging and skin of color, from which the

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most promising will subsequently be funded. Tasks include developing innovative in vitro skin models, validating dermatological targets and identifying (dermo)cosmetic active ingredients. A pilot project has already been launched to establish and characterize a novel in vitro skin wrinkle model to better investigate the mechanical influences on wrinkle formation and to identify novel active ingredients through an in vivo test system. Columbia University research groups can submit project proposals in an initial application phase until mid-January 2025. "Our largest academic research alliance to date is another important pillar of our 'win with care' strategy. Access to excellent science underpins Beiersdorf's commitment to constantly setting new standards in skin care as a leading global innovator," said Gitta Neufang. "The collaboration is a logical development of our external network and an additional building block in our outcubation approach of driving innovation in close cooperation with renowned research institutions," said Dr. Marc Winnefeld, Head of Applied Skin Research.

"The partnership exemplifies our joint commitment to translating innovative research into real-world applications, leveraging Columbia's scientific expertise," says Orin Herskowitz, Senior Vice President of Applied Innovation at Columbia University. "We are thrilled to announce this collaboration and look forward to the transformative impact this alliance will have on skin research and the global skin care industry."

## State-of-the-art innovation powerhouse in New Jersey

Understanding the importance of the North American market for Beiersdorf as a global player in skin care, in 2022, R&D established a state-of-the-art Innovation Center, based in New Jersey. The expertise and knowledge of the around 60 scientists based there complements the expertise of their colleagues in the Hamburg headquarters. The focus of the Innovation Center is primarily on clinical research and the development of local product innovations for the dermocosmetic ranges of the Eucerin and Aquaphor brands and the OTC sun protection brands Coppertone and Eucerin Sun. The team, which has proven formula expertise, also focuses on developing novel formulations and working with AI-based tools and biomedical measurement tools.

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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.

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

*\* 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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