

Press Release

From Hamburg to the World: 100 Years of the Blue NIVEA Tin

- In 2025, NIVEA celebrates 100 years of its iconic blue tin.
- The blue tin is manufactured in NIVEA's hometown, Hamburg.
- Today, Beiersdorf sells more than four blue NIVEA Creme tins every second around the world.
- The bold design shift from yellow to blue and white in 1925 marked a milestone in brand identity and consumer connection.

Hamburg, October 9, 2025 – It began in Hamburg and became a global icon. In 1925, Beiersdorf gave its NIVEA creme a bold new look: a deep blue tin with white lettering. Today, the design celebrates its 100th anniversary and remains one of the most recognizable symbols of trust, quality and care in skin care.

Grita Loeb sack, President NIVEA and Member of the Executive Board of Beiersdorf comments: "When I see the blue tin, I see the essence of what NIVEA stands for: consistent quality, emotional connection, and everyday relevance. It's a design that connects generations and has stood the test of time. Celebrating this anniversary is not only about honouring a bold decision made a hundred years ago, but also about recognizing the loyalty of our consumers worldwide. The blue tin is not just a part of our history – it's a part of millions of people's daily lives."

Made in Hamburg, loved worldwide

The blue tins begin their journey in Hamburg, where Beiersdorf's production site manufactures the iconic packaging. From there, the tins are shipped to markets around the world and filled locally with NIVEA Creme - a process that blends heritage with global reach. In 2024, each second more than four blue tins were sold around the world, both online and offline. "The global popularity of the blue tin underlines NIVEA's relevance as the world's No. 1 skin care brand," Grita Loeb sack adds. "In more than 170 countries, NIVEA Creme is part of people's everyday routine – caring for skin on all body parts. An affordable icon that combines trusted skin expertise with an excellent value-for-money proposition. In short: NIVEA is for skin."

What was once a small luxury has become a trusted everyday essential: Back in 1925, a 150-ml tin of NIVEA Creme cost around 1.20 Reichsmark – nearly two percent of an average monthly income. Adjusted for purchasing power, that would equal approximately 75 to 80 euros nowadays. The blue tin, once a symbol of aspiration, is now part of the daily lives of millions around the globe.

Today, the design continues to shape NIVEA's visual identity. The recently refreshed design language features circular elements as a nod to the iconic tin – a subtle sign of the product's emotional resonance and its enduring presence across the entire portfolio. Looking ahead, the blue tin will remain a symbol

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of responsible skin care. Beiersdorf continuously invests in sustainable packaging solutions and resource-saving production processes – aiming to harmonize iconic design with ecological responsibility. A good example: Since 2024, each blue tin contains at least 80% recycled aluminum, significantly reducing its carbon footprint.

The story behind NIVEA's iconic look

The transformation in 1925 was led by Juan Gregorio Clausen, then Head of Advertising at Beiersdorf. He replaced the ornate yellow Art Nouveau tin with a clean, maritime-inspired design. The announcement at the time read: *"The content remains the same, as it cannot be improved."* The shift was purely visual – yet revolutionary. Blue and white, chosen for their clarity and reliability, laid the foundation for a brand identity that would endure for generations to come.

More insights into the history of the blue tin can be found in Beiersdorf's latest [CHRONICLE](#), a curated magazine on the important milestones in the company's history.

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 2024 Beiersdorf generated sales of €9.9 billion and an operating result (EBIT excluding special factors) of €1.4 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 target to achieve Net Zero emissions by 2045 and aims to champion a more inclusive society.

Additional information can be found at 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, 2024.

Beiersdorf

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