

Press Release

Chantecaille appoints Tennille Kopiasz as new CEO

Hamburg/New York City, September 4, 2025 – Chantecaille, a globally renowned luxury botanical skincare and cosmetics brand owned by the Beiersdorf Group, has appointed Tennille Kopiasz as its new Chief Executive Officer, effective September 3rd. Kopiasz succeeds former CEO Emily Coleman and is carrying out her new position in the company's global headquarters in New York City, USA. She reports directly to Beiersdorf Executive Board Member Oswald Barckhahn, who is responsible for the cosmetics business in Europe and North America as well as for the brands La Prairie and Chantecaille.

Kopiasz has over 25 years of beauty marketing experience across prestige, designer and mass brands, having held positions in both global developmental and US executional operational roles. During her career, Kopiasz gained expertise across multiple product categories including skincare, cosmetics, fragrance and hair. Tennille Kopiasz joins Chantecaille from Blue Mistral, where she served as Chief Executive Officer, overseeing FEKKAI and Bastide, portfolio companies of Cornell Capital. Prior to that, she held senior leadership roles at LVMH, including Global Chief Marketing Officer at Fresh and Senior Vice President of Marketing at Dior North America. She has also worked at Coty and L'Oréal USA across a range of brands, products and functions. Furthermore, Kopiasz holds an adjunct professorship at the Fashion Institute of Technology, teaching Leadership and being actively involved in their mentor program supporting the next generation of beauty talent and female leadership.

Oswald Barckhahn, Beiersdorf Executive Board member comments: "Tennille's exceptional track record of leading, building and scaling beauty brands is exactly what Chantecaille needs in its new CEO to guide the brand into its next chapter. Her deep understanding of luxury and purpose-driven leadership aligns seamlessly with Chantecaille's values and Beiersdorf's vision to be the best skin care company in the world."

Tennille Kopiasz, CEO for Chantecaille, adds: "I've long admired Chantecaille as a brand with a strong heritage and meaningful philanthropy. It's a true honor to work with this talented team to build on this legacy and continue to accelerate the business through elevated products, experiences, as well as digital transformation, and support the global commercial operations."

By acquiring Chantecaille in 2022, Beiersdorf bolstered its portfolio in the prestige beauty segment and strengthened its position, especially in the United States, China, and Korea. In the financial year 2024, Chantecaille was able to steadily increase its growth rates over the course of the year and successfully launched its products in mainland China.

Contact

Frank Meyer, Head of External Affairs
Corporate Communications
Phone.: +49 40 4909-2001
Email: cc@beiersdorf.com

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.



[LinkedIn](#)

[Instagram](#)

[YouTube](#)

About Chantecaille Beaute Inc.

Chantecaille, the preeminent botanical beauty company known for natural, luxurious skincare, fragrance and beautifying cosmetics was founded in 1997 by beauty pioneer Sylvie Chantecaille. The line stands out for the uniquely high concentration of naturals and botanicals found in each groundbreaking formula and is also distinguished by the exceptional purity of its ingredients. Also integral to the company are a deep commitment to philanthropy and conservation, personal passions of the Chantecaille family which have become the company's platform for activism and change.

Additional information can be found at www.chantecaille.com

[Instagram](#)

[LinkedIn](#)

Contact

Frank Meyer, Head of External Affairs
Corporate Communications
Phone.: +49 40 4909-2001
Email: cc@beiersdorf.com