

Press Release

New leadership for Eucerin & Hansaplast: Burcu Andreae-Nehlsen joins Executive Committee at Beiersdorf

- Beiersdorf strengthens its position in dermatological skin and wound care with Burcu Andreae-Nehlsen as President Derma & Health Care
- Derma and Health Care are growth drivers with innovations such as Thiamidol®, Epicelline®, and the 'Second Skin Protection' plasters
- Burcu Andreae-Nehlsen brings international leadership experience and innovation expertise to further expand strong growth potential

Hamburg, October 1, 2025 - Beiersdorf demonstrates its commitment to the future of its growth-driving Derma and Health Care brands by appointing Burcu Andreae-Nehlsen as the new President Derma & Health Care. Effective immediately, she will take over global responsibility for the brands Eucerin, Aquaphor, Hansaplast, CURITAS, and Elastoplast, and will join Beiersdorf's Executive Committee, the company's extended management board.

Burcu Andreae-Nehlsen brings significant international brand and innovation expertise from the beauty industry. In her previous role at L'Oréal, she served as Global Head of Innovation Skin Care & Cleansing, where she was responsible for shaping the global innovation strategy for the group's skin care brands. At Beiersdorf, she will drive the strategic development of Derma and Health Care. She will now lead the dermatological skin care portfolio and the well-established plaster brands, previously overseen on an interim basis by CEO Vincent Warnery.

"With Burcu Andreae-Nehlsen, we are welcoming an internationally experienced leader who is known for her innovative spirit and dedication to skin care. Her impressive track record and strategic vision on brand development and dermatological innovation make her the perfect choice for this role. I am confident that she will play a key role in advancing our business in this area. We look forward to working with her," says Vincent Warnery, CEO of Beiersdorf.

Derma and Health care are Beiersdorf's key growth drivers. In the fiscal year 2024, the Derma brands Eucerin and Aquaphor achieved organic sales growth of 10.6%. In the same period, Health Care, with its brands Hansaplast, CURITAS and Elastoplast, achieved organic growth of 6.1%. This positive momentum continued into the first half of 2025, primarily driven by innovations in skin care such as Thiamidol® and Epicelline®, as well as progress in wound care - particularly through the launch of the innovative 'Second Skin Protection' plasters.

"I am honored to step into my role as President of Derma & Health Care at Beiersdorf and join the Executive Committee," says Burcu Andreae-Nehlsen. "For me, this is more than just a job – it's a mission to shape the future of skin health with our iconic brands Eucerin, Aquaphor, and Hansaplast. Together

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with my passionate team, we will foster innovations that will set new dermatological standards and empower everyone in their skin journeys.”

The newly established role of the President Derma & Health Care and its anchoring within the Executive Committee highlights the strategic importance of both categories within the overall portfolio. By appointing Burcu Andreae-Nehlsen, Beiersdorf is prioritizing strategic leadership and brand-driven advancement of Derma and Health Care – aligned with the company’s vision ‘Win with care’.

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.

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