

Press Release

Iconic blue tin now available in two versions: Beiersdorf launches NIVEA Creme Natural Touch in Germany

- First-ever line extension of the iconic NIVEA Creme, made with 99% natural-origin ingredients¹
- NIVEA Creme Natural Touch responds to growing consumer demand for more sustainable skin care
- Developed as part of Beiersdorf's Climate Care strategy and Net Zero ambition by 2045

Hamburg, January 5, 2026 - Beiersdorf introduces NIVEA Creme Natural Touch, the first line extension of the iconic blue tin. With its vegan formula² and 99% natural-origin ingredients¹, NIVEA Creme Natural Touch responds to growing consumer demand for responsible skin care while preserving the trusted care experience of the original. The classic NIVEA Creme will remain available.

"Our goal was to create a more sustainable version of our iconic NIVEA Creme that combines responsible care and proven quality while honoring the emotional connection that our consumers have with this product," says Christian Haensch, Beiersdorf's General Manager for Germany and Switzerland. "NIVEA Creme Natural Touch is more than just a line extension; it reflects our commitment to innovation and responsibility as part of our Net Zero 2045 roadmap, showing how tradition and innovation can go hand in hand."

For more than a century, the blue NIVEA Creme tin has been a global symbol of trusted skin care. In 2024 alone, four tins were sold every second worldwide. While the original formula remains a cornerstone of NIVEA's portfolio, consumer expectations are changing. People increasingly seek products that combine proven performance with an even stronger focus on sustainability.

Developed with consumers at centre stage

The development of the new line extension is based on six years of research, 2,100 prototypes and tests involving over 10,000 consumers. "The greatest challenge was to preserve the familiar sensory experience while achieving our sustainability ambition," says Lúcia Zanforlin Trede, Lab Manager NIVEA Creme. "The result is a vegan² cream made with 99% natural-origin ingredients¹ and enriched with 100% oils of natural origin³ - including sunflower, rapeseed, and shea - delivering quality, performance, and sensory experience that truly convinces."

¹ Ingredients sourced from nature retaining greater than 50% of their natural state after being processed, including water.

² No animal derived ingredients

³ Except fragrance; oils retaining with greater than 50% of their natural state after being processed

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Combining performance with purpose

At Beiersdorf, we are committed to Climate Care as part of our broader goal to perform with purpose – a principle deeply embedded in our Win with Care strategy. NIVEA Creme Natural Touch was not only developed to deliver high-performing skin care but also with a strong commitment to the planet's well-being. Its formula is 99.9% biodegradable⁴, and the iconic tin is made of 95% recycled aluminium⁵, significantly reducing its environmental footprint. With Beiersdorf's sustainability ambition to reach Net Zero emissions by 2045, innovations like NIVEA Creme Natural Touch are not only offering more sustainable skin care to consumers but also support the company's transformation towards a climate caring future.

Officially launching in January 2026, it will be available in Germany, where NIVEA Creme's story began more than 100 years ago.

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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⁴ As per OECD guidelines or equivalent methods

⁵ Average annual recycled content - pre- and post-consumer material

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