

Press Release

Beiersdorf Strengthens Derma Business with Microbiome Technology

- Novel skin care approach with viable, skin-native probiotics for acne-prone skin
- More than 20 years of microbiome research culminate in a patented cosmetic active ingredient
- New growth opportunities for Eucerin in one of the world's largest skin care categories

Hamburg, September 1, 2026 - With Eucerin DERMOPURE CLINICAL PROBIOM8, Beiersdorf is introducing a new skin care approach for acne-prone skin. This innovation builds on more than two decades of microbiome research. Rather than broadly targeting bacteria, the product's patented cosmetic active ingredient uses viable skin-native probiotics to support a balanced skin microbiome. Beiersdorf is drawing on years of research to address one of the world's most common skin care needs, while further strengthening Eucerin's position in an important segment of dermatological skin care.

"DERMOPURE CLINICAL PROBIOM8 is more than just a product launch," says Burcu Andreae-Nehlsen, Brand President Derma & Healthcare at Beiersdorf. "It demonstrates how we translate long-term investments in research & development into cosmetic solutions that are relevant to our consumers. For Eucerin, this innovation opens new opportunities in a market that affects millions of people worldwide and ranks among the largest skin care categories."

The global market for acne-prone skin products grew by around 8.8 percent between 2020 and 2025, reaching retail sales of €4.6 billion in 2025.¹ Behind this growth is a large and enduring consumer need: around one in five people worldwide are affected by acne-prone skin. The figure rises to 28.3% among 16 to 24-year-olds and remains high at 19.3% among adults aged 25 to 39.²

A New Approach: Probiotics as a Targeted Solution

With DERMOPURE CLINICAL PROBIOM8, Beiersdorf is taking a new approach to the care of acne-prone skin. At the heart of the innovation is the patented cosmetic active ingredient TopiC.A™, which contains two viable, skin-native bacterial strains in dormant state. Activated as part of the PROBIOM8 routine, these probiotics support a balanced skin microbiome. While many existing skin care solutions target microorganisms broadly, TopiC.A™ leverages carefully selected bacterial strains that occur naturally on healthy-looking skin.

This technology builds on more than 20 years of microbiome research, over 120 studies, a broad patent portfolio, and additional expertise gained through the [2022 acquisition of life science company S-](#)

¹ Euromonitor 2025

² Saurat J et al, Epidemiology of acne and rosacea: A worldwide global study. Journal of the American Academy of Dermatology, 2024; 90, 1016-1018.

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[Biomedic](#). The launch demonstrates how Beiersdorf combines long-standing in-house research with targeted strategic investments to transform scientific insights into market-relevant innovations.

"For us, innovation starts with understanding the skin best. Our guiding principle is: learn from the skin to create cosmetic products that work in sync with the skin's own biology," says Dr. Gitta Neufang, Chief R&D Officer at Beiersdorf. "Research on the skin's microbiome has fundamentally expanded our knowledge. It opens up new perspectives on how skin care can be developed in the future. The skin microbiome is one of the most exciting research fields in dermatology and an important building block for the next generation of science-based skin care."



BEIERSDORF - PIONEER AND EXPERT IN THE SKIN'S MICROBIOME RESEARCH

- The foundation for microbiome research in skin care was laid by [Prof. Dr. Paul Gerson Unna](#), who was the first to discover a bacterium in skin blemishes
- Research into the skin microbiome since the 1990s
- First pre- and probiotic skin care approaches since 2005
- More than 120 proprietary microbiome studies since 2014, complemented by scientific publications and a broad patent portfolio
- Beiersdorf's Microbiome Design Platform brings together prebiotic, probiotic and antimicrobial approaches for product development in cosmetics
- Expansion of research capabilities through the acquisition of the life science company S-Biomedic in 2022

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 2025 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.

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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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