

Press Release

NIVEA SUN becomes the Official Sun Protection of the Tour de France

- Today, NIVEA SUN and the Tour de France announced a five-year brand partnership to promote sun protection.
- The partnership will create meaningful, consumer-centric experiences and activations throughout the summer cycling season and includes the Tour de France Femmes avec Zwift.
- Beiersdorf CEO Vincent Warnery and Amaury Sport Organisation (A.S.O.) CEO Yann Le Moënner signed the contract in Paris. The partnership is set to begin in 2027.

Hamburg, October 21, 2026 – NIVEA SUN will become the official sun protection brand of the Tour de France. Yesterday, Beiersdorf and A.S.O. signed the partnership agreement between NIVEA SUN, one of the world's largest sun care brands, and the Tour de France in Paris. The partnership also includes the Tour de France Femmes avec Zwift.

"Just like the unmistakable scent of NIVEA sunscreen, the Tour de France brings cherished memories that connect people across generations. This partnership is a celebration of people coming together, sharing unforgettable moments, and enjoying life outdoors," says Vincent Warnery. "For more than a century, NIVEA has been dedicated to caring for people. This partnership allows us to showcase these values across Europe and share an important message with cycling fans: Don't forget UV protection when spending time in the sun."

Bringing trusted sun protection closer to consumers at one of Europe's largest sporting events

The partnership spans more than 20 European countries and supports NIVEA's growth ambitions by strengthening the brand's relevance to consumers beyond product use occasions. It is designed to increase visibility, foster direct engagement, and bring NIVEA's core values of care, trust, and togetherness to life. With approximately 10 to 12 million spectators spending time outdoors, the Tour de France provides an ideal platform for NIVEA to combine strong brand visibility with direct product experiences. As part of the partnership, NIVEA plans to engage fans through a branded NIVEA SUN advertising caravan, product sampling along the race route, interactive mobile activations, and a presence in fan parks and event villages. The brand activations will raise awareness of UV protection and responsible sun habits among families and spectators enjoying the race outdoors. Fans will also be able to discover NIVEA body and face care products at the event and through dedicated retail activations, including an exclusive Tour de France Limited Edition available in stores and online. Partnership activities will become visible at retail beginning in March 2027, ahead of the Tour de France, which starts in the

Contact

Lisa Borrenkott
Corporate Communications
Phone: +49404909-2001
Email: media@beiersdorf.com

United Kingdom in July 2027. The Tour de France Femmes avec Zwift will start at the end of July 2027. Beyond the event itself, the partnership will generate extensive consumer-centric visibility across television, digital and social media channels, out-of-home advertising, and in-store communications.

"NIVEA and the Tour de France are united by a common ambition: bringing people together and making outdoor experiences enjoyable and memorable. As millions of fans gather along the route each summer, promoting effective sun protection is an important part of enhancing the experience. Through the caravan, NIVEA SUN samples will now be distributed alongside the hats and refreshments already enjoyed by spectators. As the global leader in sun care, NIVEA SUN is a natural fit for the world's largest cycling race," says Yann Le Moënner.

A renewed chapter in NIVEA's cycling heritage

The new partnership also connects with an important moment in NIVEA's brand history. In 1954, Italian cycling champion Fiorenzo Magni presented NIVEA as the main sponsor of his NIVEA-Fuchs team. According to Beiersdorf's historical records, this followed a change to cycling regulations that enabled sponsors from outside the cycling industry to support professional teams. Magni went on to win the 1955 Giro d'Italia wearing the distinctive blue NIVEA jersey.

NIVEA helps protect people's skin during the moments that shape their lives. Through this partnership, NIVEA SUN is creating new opportunities to connect with consumers, strengthen its iconic brand, and inspire future growth.

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. Guided by the purpose 'Care Beyond Skin', Beiersdorf pursues a sustainability agenda covering environmental and social topics. This includes the company's commitment to fostering an inclusive work environment.

Additional information can be found at www.beiersdorf.com.

Contact

Lisa Borrenkott

Corporate Communications

Phone: +49404909-2001

Email: media@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, 2025.*

Beiersdorf

HOME OF



Eucerin®

Hansaplast

LA PRAIRIE
SWITZERLAND

C H A N T E C A I L L E

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

Contact

Lisa Borrenkott

Corporate Communications

Phone: +49404909-2001

Email: media@beiersdorf.com