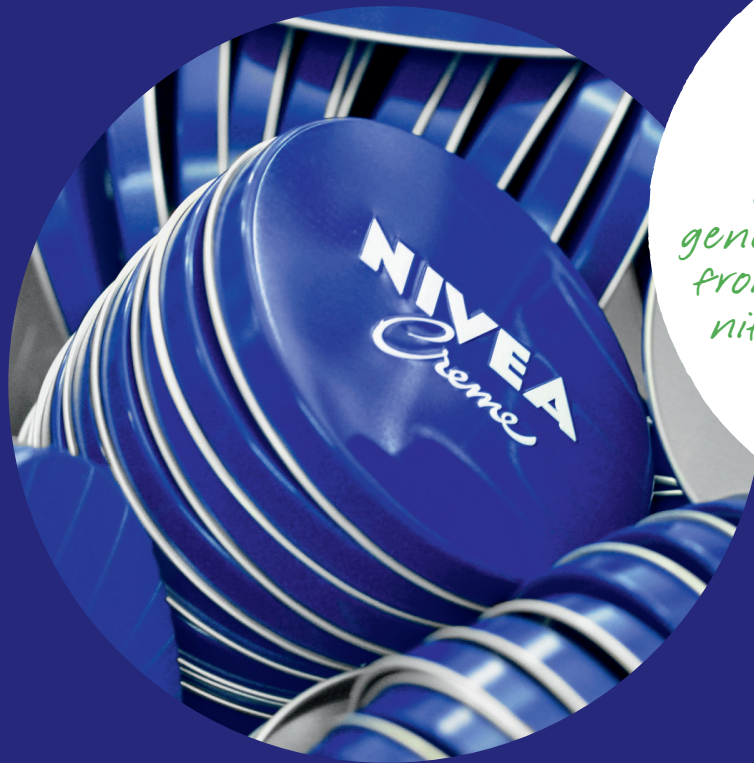


PRODUCTS HIGH-QUALITY SKIN CARE

We successfully manage our brands with outstanding products that our consumers trust. We are therefore committed to ethical conduct – ranging from the procurement of raw materials to packaging and consumer involvement – for safe and sustainable products.



Our commitment for 2020

*By 2020, we aim to
generate 50% of our sales
from products with a sig-
nificantly reduced envi-
ronmental impact.
(base year 2011)*

OUR MEASURES IN 2014

- Identify quantifiable potential savings for select formulas in the framework of the joint “Eco-Design Project” to improve the sustainability performance of our formulas
- Convert our entire NIVEA Face Care range from glass to plastic jars. The completed life-cycle analysis demonstrated that plastic made of polyethylene terephthalate (PET) and polypropylene (PP) reduces packaging’s greenhouse gas potential by up to 16% (PET) or even as much as 28% (PP)

OUR ACHIEVEMENTS IN 2014

- 100% coverage of our palm-based raw materials with “GreenPalm” certificates
- Reducing NIVEA SUN packaging saves more than 31 tons of plastic annually and reduces transport-related CO₂ emissions by 275 tons

OUR NEXT STEPS

- Expand conversion to RSPO certified (mass-balanced) raw materials
- Continue the joint “Eco-Design Project” for optimization of additional product formulas
- Replace polyethylene particles in all our products by the end of 2015

