# **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 significantly reduced environmental 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 CO<sub>2</sub> 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