

# Press Release

## **An Industry Pioneer: Beiersdorf Launches the World's First Cosmetics Product with Recycled CO<sub>2</sub>**

- A milestone for the cosmetics industry: ultramodern CO<sub>2</sub>-recycling technology sets new standards
- Artificial photosynthesis drives climate protection at a product level
- NIVEA MEN Climate Care Moisturizer to launch as a limited edition in Germany in early June 2022

**Hamburg, April 7, 2022** - Beiersdorf is utilizing new opportunities to reduce the emission of harmful carbon dioxide into our atmosphere and contribute to a climate-positive future. NIVEA MEN is the first skin-care manufacturer to use an ingredient obtained from recycled carbon dioxide and is putting it in its new moisturizer.

This is made possible by the carbon capture and utilization (CCU) process, which is an ultramodern method for making use of carbon. The CO<sub>2</sub>-recycling technology comprises multiple steps. First, the carbon dioxide is collected at locations such as e.g. industrial chimneys and diverted to a bioreactor, where it is then fermented and processed into a cosmetic ethanol. Ethanol is used in numerous cosmetic products. The formula of the new NIVEA MEN Climate Care Moisturizer has a soothing effect on the skin and adds a refreshing moisture boost.

### Climate Care – Beiersdorf's Mission for Climate Protection

"Our ambition is to offer consumers the highest product quality possible at all times. To make that happen, we combine our deep scientific expertise with the latest technologies such as this type of artificial photosynthesis," says Dr. Gitta Neufang, Corporate Senior Vice President Global R&D at Beiersdorf. "I am delighted that our product developers have initiated this innovative men's skin care concept together with our partners and that they were the first in our industry to bring it to market. It is an impressive step that is bound to be followed by more developments in this direction."

The moisturizer contains a total of 14 percent ethanol that has been obtained through alternative methods. Moreover, the formula is 100 percent free of microplastics, silicones, mineral oils, and PEG/PEG derivatives. This men's skin-care product is climate-neutralized\* and manufactured using electricity from 100 percent renewable sources. The formula is 99 percent biodegradable, with fully recyclable packaging. The NIVEA MEN Climate Care Moisturizer will be launched on the German market in early June 2022, starting as a limited edition at drugstores and online retailers.

"This new men's skin care product with the innovative CO<sub>2</sub>-recycling technology represents an important milestone for us," says Jean-Francois Pascal, Vice President Sustainability at Beiersdorf. He adds, "The 'Climate Care' name hits the mark very well, as our sustainability engagement goes far beyond the scope of our skin care products and puts climate action at the center of our approach." Beiersdorf has set itself one of the most ambitious carbon-reduction targets in the industry. The company wants to achieve an absolute reduction of 30 percent of its scope 1 and 2 carbon emissions and 10 percent of its scope 3 emissions group-wide by 2025 (using 2018 as a basis). These targets have been recognized by the

### **Contact**

Corporate Communications  
Anke Schmidt  
Phone: +49-40-4909-2001  
E-mail: [cc@beiersdorf.com](mailto:cc@beiersdorf.com)

Science Based Targets initiative (SBTi) and align with the demands of scientists to limit global warming to 1.5 degrees Celsius.

Detailed information about Beiersdorf's progress on sustainability can be found in its current [Sustainability Highlight Report 2021](#).

\* Compensation of remaining CO2 emissions through certified climate projects. More information [here](#).

## About NIVEA MEN

NIVEA MEN is the world's number 1 for men's skin care. The success story of the brand, part of the Hamburg-based Beiersdorf corporation, began in 1922 with the first NIVEA-branded men's skin-care product: a shaving soap. These days, the brand's product range in Germany consists of more than 120 items for skin care, hair care, deodorant, cleansing, shaving, and aftershave care. The brand is involved in various soccer partnerships and, with former player Jürgen Klopp providing testimonials, appeals to a male target market in an emotional and approachable way. What's more, NIVEA MEN is also engaged as a partner with champion English soccer club Liverpool F.C., the soccer clubs AC Milan and Paris Saint-Germain in Italy and France respectively, and Spain's historic club Real Madrid.

## About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care and body care as well as pioneering skin research for close to 140 years. Leading international brands such as NIVEA, the world's no. 1 skin-care brand,\* Eucerin (dermocosmetics), La Prairie (selective cosmetics), and Hansaplast (adhesive bandages and wound care) are valued by millions of people around the world day after day. Renowned brands such as Aquaphor, Coppertone, Chantecaille, Labello, 8x4, arix, Hidrofugal, Maestro, and Florena complement our broad consumer portfolio. Through the wholly owned affiliate tesa SE, Beiersdorf is also a global leader in the manufacture of technical adhesive tapes and provides self-adhesive system solutions to industry, businesses, and consumers.

The Hamburg-based company generated sales of 7,627 million euros as well as earnings before interest and taxes of 933 million euros in the 2021 fiscal year. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture, and the Beiersdorf purpose "Care Beyond Skin." With its [C.A.R.E.+](#) business strategy, the company is pursuing a multiyear investment program focusing on competitive, long-term growth. The program is consistent with the ambitious [sustainability agenda](#), with which Beiersdorf generates clear added value for consumers, society, and the environment.

\* Source: Euromonitor International Limited; NIVEA as umbrella brand in the categories Face Care, Body Care, and Hand Care; in retail value terms, 2020.

For more information, go to [www.beiersdorf.com](http://www.beiersdorf.com).

[Twitter](#)  
[YouTube](#)  
[LinkedIn](#)  
[XING](#)

## Contact

Corporate Communications  
Anke Schmidt  
Phone: +49-40-4909-2001  
E-mail: [cc@beiersdorf.com](mailto:cc@beiersdorf.com)