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German multinational consumer goods company
This article is about the company. For other uses, see Beiersdorf (disambiguation).
Beiersdorf AG
Logo used since 2014
Headquarters in Hamburg, Germany
Company type
Public (AG)
Traded as
FWB: BEIDAX component
Industry
Consumer goods
Founded
28 March 1882; 143 years ago (1882-03-28)
Founder
Paul Beiersdorf
Headquarters
Hamburg, Germany
Area served
Worldwide
Key people
Vincent Warnery (CEO and Chairman of the executive board) Reinhard Pöllath (Chairman of the supervisory board)
Products
Skin care
Personal care
Revenue
€9.85 billion (2024)[1]
Operating income
€1.29 billion (2024)[1]
Net income
€928 million (2024) [1]
Total assets
€7.71 billion (2024)[1]
Total equity
€2.54 billion (2024)[1]
Owner
Maxingvest (50.49%) [2]
Number of employees
22,791 (2024)[1]
Website
beiersdorf.com
Beiersdorf AG is a German multinational company that manufactures personal-care products and pressure-sensitive adhesives headquartered in Hamburg, Germany. Its brands include Elastoplast, Eucerin (makers of Aquaphor), Labello, La Prairie, Nivea, Tesa SE (Tesa tape) and Coppertone. Although its shares are publicly listed, Beiersdorf is controlled by Maxingvest AG (parent company of Tchibo), which directly owns 50.49% of shares.[2] Beiersdorf is organized in two separate business segments: consumer business and Tesa. The consumer business segment focuses on skin care, while the Tesa business, on self-adhesive products. Besides Nivea, Beiersdorf is the owner of other brands like 8x4, Eucerin, Labello, La Prairie, Hansaplast and Fiorena.[3] In 1974, the company introduced a divisional organization for cosmed, medical, pharma and Tesa. In 1989, the divisional organization was changed into skin care, adhesive products and wound care. The product range of Nivea and Tesa was expanded—especially Nivea products - the typical cream, sun creams, anti-age products and baby care. In April 2001, the Tesa business segment was founded as an independent unit within Beiersdorf. Tesa focuses on developing self-adhesive products.[4] Beiersdorf is a global company with more than 160 affiliates worldwide. Its headquarters are located in Hamburg, Germany, as well as its research centre where new products are developed. With Nivea and Labello, the company had two strong brands from the first day and developed quickly into an international company. Due to the Second World War, the process of expansion temporarily stopped. It took some years to come back on the international stage as Beiersdorf had to rebuy the trademark rights. But at the end of the 1990s, 70 percent of the company's sales revenue was being generated outside Germany. Europe is the key market with 58 locations but the company keeps building its presence in markets around the world.[5] The site in Vienna is being developed to a center for Central and Eastern Europe. Regional research centers are located in Wuhan (China) and Silao (Mexico) so the scientists can respond more effectively to the needs of the local markets.[6] [7] The previous logo from 1992 to 2014
The company was founded in 1882 by pharmacist Paul Beiersdorf in Hamburg and sold to Oscar Tropilowitz in 1890. Paul Beiersdorf's patent for the manufacture of coated plasters, dated 28 March 1882, is regarded as the foundation date of the company. In 1909, their first lip care stick, named Labello, was launched. Tropilowitz kept working with his scientific consultant Paul Gerson Unna and the German chemist Isaak Lifschütz on a new skin care cream. As Lifschütz found the emulsifier Eucerit (= "the beautiful wax"), the basic ingredient of the Nivea Crème was finally there, and they started selling the skin care cream in December 1911. The company kept growing; while in 1890 there were only eleven employees, in 1918 the company already employed about 500 people. In 1892 Tropilowitz bought a property for the new company's headquarters and Beiersdorf moved to Hamburg-Eimsbüttel. Due to this, the company could switch to a mechanical system and to expand the product range. As Tropilowitz kept networking internationally, the products became known worldwide. Oscar Tropilowitz and his co-partner Otto Hanns Mankiewicz both died in 1918. Due to this, Beiersdorf had to change its legal form. Finally, on 1 June 1922 the stock company P. Beiersdorf & Co. AG was founded. In the same year Hansaplast was released. In 1925, the design of the Nivea Crème tin was changed to the blue and white tin which is still used. In 1928, the Beiersdorf stocks were dealt for the first time on the stock exchange in Hamburg. Globally, more than 20 production sites existed. Numerous products like shaving cream or shampoo were launched in the 1930s. When Beiersdorf celebrated its 50th company anniversary in 1932, it already employed more than 1.400 employees. In 1936, Tesa was introduced as umbrella brand for self-adhesive technology. The first product was the transparent self-adhesive film known as Tesa film. Due to the pressure of the Nazis, in 1933 Jewish board members, such as the chairman Willy Jacobsohn, had to resign. Jacobsohn emigrated to Amsterdam and managed the international subsidiaries up to the year 1938 when he left Amsterdam and went to the US. During the Nazi regime, Carl Claussen was chairman and led the company through the difficult time. Ely Heuss-Knapp, married to Theodor Heuss and after the war the new First Lady of the Federal Republic of Germany, was a freelancer at Beiersdorf and responsible for important parts of the Nivea advertising. She took care of keeping the advertising messages free from Nazi ideology. After the war, most of the production sites and the administration building in Hamburg lay ruined. Furthermore, most of the international subsidiaries had been expropriated and Beiersdorf lost the Nivea trademark rights. In 1949, Beiersdorf generated a turnover of 30 million Deutsche Mark.[4] In 1951, the company launched its first deodorizing soap. This was the beginning of the 8x4 brand. In 1972, Beiersdorf employed more than 10,000 people worldwide. In 1974, the company established a divisional organization, divided into cosmetics, medical, pharma and Tesa. Also, Max Herz heirs (Tchibo) took over a share of 25 percent of the company. In 1981 Beiersdorf had a turnover of 2 billion Deutsche Mark. In 1989, the company started to change its strategic orientation to focus on three key areas: skin care, adhesives technology and wound management. Beiersdorf aligned its range of products according to these key areas and expanded the Nivea and Tesa product ranges. The company standardized the production processes, unified the international brand policy and focused on cosmetics. The Nivea ranges were the most successful, including the cream including anti-ageing, baby and sun care products.[4] In the 1990s, Beiersdorf repurchased the last missing trademark rights, especially in Great Britain, Australia and South Africa; and became one of the biggest skin care brands in the world. Finally, in 1997 the last trademark right was bought back by buying a majority stake of the Polish company Beiersdorf-Lechia S.A. in Poznań (today: Nivea Polska sp. z o.o.). In 2001, Tesa was founded as a subsidiary of Beiersdorf AG. From the very first year, Tesa could assert its position in the market. Today it offers about 6,500 different adhesive products and adhesive systems.[4] On 1 April 2001, the company founded an independent subsidiary, BSN Medical, as a joint venture of Beiersdorf (Hamburg) and the British-based, American-owned Smith & Nephew (London) and serves the market for surgical dressing, orthopaedics and phlebology. BSN Medical had 350 employees in Germany and 3,400 worldwide in 2004. The annual turnover was €504 million and its operating income reached €70 million. In 2006 BSN medical was sold to Montagu Private Equity for €1.03 billion. Another subsidiary, "Beiersdorf Shared Services GmbH" was founded in 2002.[8] BSS, to which Beiersdorf's IT and accounting services were outsourced, operates independently but serves as an internal partner for the whole Beiersdorf group. BSS employs 350 people worldwide, 275 of them in Hamburg. In 2003, a two-year bidding war ended. Procter & Gamble, an American competitor, had sought to purchase Beiersdorf and proposed a take-over deal to Allianz insurance, which then held 19.6% of Beiersdorf's stock. Fearing that Procter & Gamble was interested only in Beiersdorf's brands and not in the company as a whole, many in Hamburg preferred to retain local ownership. The city of Hamburg and its state-owned holding company HGV created such a solution. The Herz family, owner of the German company Tchibo, who already had a stake in Beiersdorf, increased their holdings to 49.9%. Allianz still held 3.6%. Beiersdorf AG bought up 7.4% of its shares, of which 3% were given to the Beiersdorf pension fund. Another share holder, a private family, retained their share. This public-private alliance ensured that Beiersdorf's headquarters would remain in Hamburg and continue to provide hundreds of jobs, while paying taxes of approximately €200 million annually.[9] In June 2009 Allianz reduced its holdings from 7.2 to 2.88 percent.[10] Beiersdorf has been present in India since the 1930s through its brand Nivea. For over 70 years, all of Beiersdorf's products were imported. However, Beiersdorf built its first manufacturing facility in the Sanand, Gujarat. This factory also houses an R&D facility which focuses on innovations for Indian consumers as well as other markets.[11] In 2023, Nivea was recognized as "India's Most Desired Skincare Brand"[12] as per the TRA's Most Desired Brands 2023 report, highlighting its continued success in the Indian market. In 2006, the first Nivea Haus in the world opened on Hamburg's Jungfernstieg; others opened in the following years, e.g. in Berlin and Dubai.[13] Beiersdorf was fined by Autorité de la concurrence in France in 2016 for price-fixing on personal hygiene products.[14] Since 22 December 2008, Beiersdorf AG has been traded on the Deutschen Aktienindex (DAX). [15][16]
^ a b c d e f "Annual Report 2024" (PDF). Beiersdorf. Retrieved 6 March 2025.
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^ a b c d "History of Beiersdorf AG - FundingUniverse". www.fundinguniverse.com. Retrieved 22 January 2019.
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^ "Allianz reduziert Anteil an Beiersdorf-Konzern". Die Welt. 27 June 2009. Retrieved 8 September 2010.
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^ "Dermal Fillers and Lip Filler Courses Online". www.skinoza.co.uk. Retrieved 19 January 2022.
Wikimedia Commons has media related to Beiersdorf.
Documents and clippings about Beiersdorf in the 20th Century Press Archives of the ZBW Portals: Companies Germany Retrieved from " Trade marked brand of Beiersdorf AG
This article does not cite any sources. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed.Find sources: "Eucerin" - news - newspapers - books - scholar · JSTOR (June 2015) (Learn how and when to remove this message)
Eucerin
Product type
Skin care
brand
Owner
Beiersdorf AG
Country
Germany
Introduced
1902; 123 years ago (1902)
Website
www.eucerinus.com
Eucerin is a trademarked brand of Beiersdorf AG. In addition to body and face care products, Eucerin offers sun protectant and cleansing products. In 1900, Isaac Lifschütz manufactured a non-perishable and sleek ointment base consisting of Eucerit, water and oil, naming it Eucerin. Two years later, in 1902, Lifschütz achieved the patent for his manufacture in Germany. Eucerin Patent, 1902
In 1911, Oscar Tropilowitz, who took over the Beiersdorf company from its founder Paul C. Beiersdorf in 1890, bought the patent and a few years later the first Eucerin products (iodine cream, loose powder) were introduced on the German market. In the 1980s the brand was launched by Beiersdorf affiliates globally, including the USA. Since 1996 the brand also offers facial care products. Official website Eucerin Malaysia Retrieved from " 48 parte: Seguridad y eficacia¿Cómo puede garantizar Eucerin un producto seguro y tolerable? Descubralo aquí.6 min de lectura You may have come across the brand Eucerin while browsing in Watsons or Guardian pharmacy. Or, you may have seen it online and heard about it from friends and family. Whether you're familiar with the brand or not, Eucerin is a popular yet trusted brand that solves many common skin concerns such as acne. If you're looking for a lotion, moisturizing cream, a toner or even a body wash, Eucerin has you covered. Their range of skincare products is wide, including several that repairs dry skin and some that speeds up wound healings. Before you get started on your shopping spree, you may want to be informed about its range of products. Here, we review some of the best Eucerin skincare picks. Recommended Products: Common User Experiences about EucerinAsk any dermatologist, and most of them will agree that Eucerin is a trusted brand, with products that are effective in tackling the specific problems that they were created to solve. Eucerin's acne products are particularly popular in the market. Their ProAcne Solution line consists of: Toners Serums Cleansing gels Scrubs Makeup cleansing water The whole line is dedicated to helping people solve their acne problems. Many of these products have been regularly reviewed by YouTubers, receiving so much praise for their ability to tone down inflammation and reduce acne marks. Apart from that, Eucerin also has a product line for ageing skin and is well-received by the market. These include: Eye creams Moisture boosters Serums Spot correctors. 3 main skin concerns are addressed with these products:- wrinkles, hyperpigmentation, and loss of skin elasticity. Overall, many users have shared that these ageing products are excellent in lifting up key facial areas. About EucerinEucerin's history dates back to 1900, when Dr Isaac Lifschütz created a sleek ointment base consisting of water, oil, and Eucerit, naming the product Eucerin. After a series of successful patents, the first Eucerin products were introduced in the German market, and since then, the brand gradually expanded worldwide. Today, the brand is widely recognised as one of the most trustworthy skincare brands.Eucerin categorises its products based on major skin concerns. They are acne-prone skin, ageing skin, dry skin, diabetic skin, atopic dermatitis, hypersensitive redness-prone skin, and uneven skin. The brand then further categorises the products based on specific skin issues, such as age spots, hyperpigmentation, wrinkles, etc. This makes it convenient for consumers to find the right product. As dermatological research and development are at the heart of the brand, Eucerin is extremely active in discovering ground-breaking science in skincare formulas. They are committed to developing more effective solutions and superior products that solve consumers' skin concerns. Disclaimer: The pricing shown is just a good indication of how much these products are worth. The prices could change based on the e-commerce promotions that are going on. If some of the products are not available, do email us at [email protected]. Thank you! Mantener fuera del alcance de los niños. Solo para uso externo. Mantener fuera de los ojos. Deje de usarlo si se desarrolla irritación. Agua, glicerina, Cocoato de etilhexilo, Coco-glicéridos hidrogenados, Alcohol estearílico, butilenglicol, alcohol cetílico, triglicérido caprílico/cáprico, Butyrospermum Parkii (karité) mantequilla, citrato de estearato de glicerilo, octildodecanol, acetato de tocoferilo, ubiquinona, biotona, en, Biosacchch! Goma de árido 1, Ascorbil Fosfato de Sodio, Aceite de Maíz Zea Mays, Beta-Caroteno, Tocoferol, 1,2-Hexanodiol, Carbómero, Hidróxido de Sodio, EDTA Trisódico, Ácido Deshidroacético, Fenoxietanol. Después de la limpieza, aplique sobre el área de la cara y la garganta. Se puede utilizar solo o debajo del maquillaje. Usar mañana o noche. Share — copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt — remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution — You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation. No warranties are given. The license may not give you all the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. PRECAUCIÓN: Mantener fuera del alcance de los niños. Solo para uso externo. Evite el contacto con los ojos. Uso de Discotinue si se produce irritación. Ingredientes inactivos: agua, glicerina, mantequilla de butyrospermum parkii (karité), pantenol, palmitato de cetilo, palmitato de metilo, aceite vegetal, pentilenglicol, metilpropanodiol, poliacrilato de sodio, extracto de raíz de Glycyrrhiza inflata, 4-t-butilciclohexanol, caprill glicol, hidróxido de sodio, pantolol. actone, Cítrico Acido. Ingredientes especiales: TriBalance Complex Eucerin AtopiControl es una gama de productos dermocosméticos que cuidan la piel seca e irritable y, también, la piel atópica durante las fases inactivas y cuando se producen brotes agudos. Todos ellos están clínica y dermatológicamente probados a la hora de reducir la sequedad, la desescamación y la tensión a la vez que alivian el picor y en todos está probado que son compatibles con la piel atópica. Las lociones y la crema facial AtopiControl contienen una combinación de ácidos grasos omega-6 y licocalcón A para restaurar la piel, restaurar su barrera natural y hacer que sean más resistentes. Además de hidratar la piel, estos productos reducen la rugosidad, el picor y la rigidez de la piel asociada a la piel atópica. La gama AtopiControl incluye la nueva AtopiControl Crema Forte de Eucerin. Sus propiedades en el cuidado de la piel mejoran significativamente la apariencia durante las fases agudas y ayudan a reducir el uso de hidrocortisona durante los brotes agudos.Un estudio clínico ha mostrado que la crema Eucerin AtopiControl Crema Forte ofrece un efecto cosmético comparable al de una crema de hidrocortisona al 1%, sobre una piel atópica. La crema Eucerin AtopiControl Crema Forte no es un producto farmacéutico y no pretende ser sustituto de ningún producto de este tipo. El otro producto de la gama es Eucerin AtopiControl Spray Calmante que, como su nombre sugiere, proporciona un alivio instantáneo a la piel con picor. No se han utilizado fragancias, colorantes ni parabenos en esta gama y los productos son adecuados para los niños y para los bebés de más de 3 meses (o de 3 años si se trata de Eucerin AtopiControl Spray Calmante).