

Beiersdorf

CHRONICLE

12



Eucerin

The skin care icon from the pharmacy



The invention of dermatological skin care

Since its beginnings in 1902, the Eucerin brand has stood for scientific innovation in skin care. Throughout its history, it has reflected the ambition of many creative heads to find real solutions to skin problems, driven by research, curiosity, and a clear brand purpose: "We believe in the life-changing power of dermatological skin care."

In this issue of Chronicle, we invite you to trace the fascinating development of Eucerin – from the discovery of the emulsifier Eucerit by the chemist Dr. Isaac Lifschütz at the beginning of the 20th century to today's modern skin care range. The people and places behind Eucerin are just as important to its history as its groundbreaking products. Plant 2, the Eucerit factory in Hamburg-Billbrook, in particular, plays a central role in Eucerin's story. Since 1924, this

site has been the cornerstone of Eucerin product development. A place where science and traditional craftsmanship come together, which is evident in every stage of the emulsifier production process.

In addition to these milestones, above all, it is people's experiences that make Eucerin so unique. We share with you some personal stories of our consumers that illustrate how Eucerin products can specifically alleviate skin problems and thus improve skin health. Examples like these make it clear why so many consumers have placed their trust in the brand for so long.

Let yourself be inspired by a story that shows how science can change lives. A story characterized by openness, innovation, and a firm belief in the power of dermatological skin care.

Säure Salbe

für die Behandlung von Hautkrankheiten, zur nachbehandelnden Hautpflege, für die ärztliche Kosmetik.

Gepuffertes saures Eucerinum cum aqua zur Erzielung eines pH-Wertes von 5 an der Hautoberfläche.

Tube mit 45 ccm DM

0.95 o.U.

ARZNEI
Beiersdorf
MITTEL



The theoretical foundations ...

... were already laid by Dr. Isaac Lifschütz back in 1898. Following a long series of experiments, in 1900 he was finally able to file a patent for the emulsifier Eucerit, which made it possible to achieve a stable combination of oil and water. A groundbreaking innovation for skin care! In 1902, Lifschütz was granted a patent for this “method of producing highly water-absorbent ointment bases” – a technical description of the production of Eucerin, which would become the base for medical ointments and pave the way for the world of modern skin care products. This marked the beginning of the Eucerin brand’s journey to advance skin care worldwide on a scientific basis.

A life dedicated to research: Isaac Lifschütz conducted research in laboratories like this one until he finally managed to isolate Eucerit from wool wax. This was one of his many different patents – and undoubtedly his most important!



Text: Thorsten Finke, Carolin Schreyer, Daniel Wallburg

>> The history of Eucerin begins with an important discovery by the Berlin-based chemist Dr. Isaac Lifschütz. In 1902, he was granted the patent for a substance that later became known as Eucerit. This emulsifier was able to bind oil and water permanently – a unique process in the production of creams and ointments at that time. Until then, it had been difficult to produce stable ointment mixtures because they would separate into their components again after a short time. But with Eucerit, it was now possible to create a stable base for medicinal ointments. Lifschütz called this ointment Eucerin (ancient Greek for “the beautiful wax”).

A base like this was particularly in demand in the pharmaceutical industry at the beginning of the 20th century. Ointments should be able to release active ingredients evenly over a longer period of time. Lifschütz’s Eucerin provided the ideal base for this because it offered another advantage aside from its stability: it was also ideally suited for use on sensitive skin.

Eucerin quickly became an indispensable component of medical skin care. Active ingredients or anti-inflammatory substances could now be applied evenly to the skin, which was particularly useful for treating chronic skin conditions, wounds, and inflammation. Despite all this, Lifschütz was unable to achieve commercial success in the market with his invention. This was only to change when Dr. Oscar Troplowitz became aware of it.

The Hamburg entrepreneur and pharmacist, owner of Beiersdorf since 1890, recognized the potential of Eucerin as the base for a cosmetic skin cream early on. It was Prof. Dr. Paul Gerson Unna, one of the best-known dermatologists of his time, who drew Troplowitz’s attention to Lifschütz and his discovery. This was a stroke of luck, because Oscar Troplowitz already had experience in the development of medical plasters and was always looking for new ways to improve pharmaceutical and cosmetic care. In 1911, he bought the patent and various machines for producing the ointment base – and in the same year, together with Lifschütz and Unna, he succeeded in

developing the world’s best-known skin cream and conquering the market with it: NIVEA Creme.

Although NIVEA is primarily used today as a skin care brand for everyday use, the base of the cream was the emulsifier Eucerit, which is still used in medical skin care to this day. But while NIVEA later took a different path, Eucerin remained the brand name for medicinal ointments. What’s more, the brand would go on to specialize in the treatment of skin problems and the needs of sensitive skin with great success.



Left: The 1902 patent for the “method of producing highly water-absorbent ointment bases”

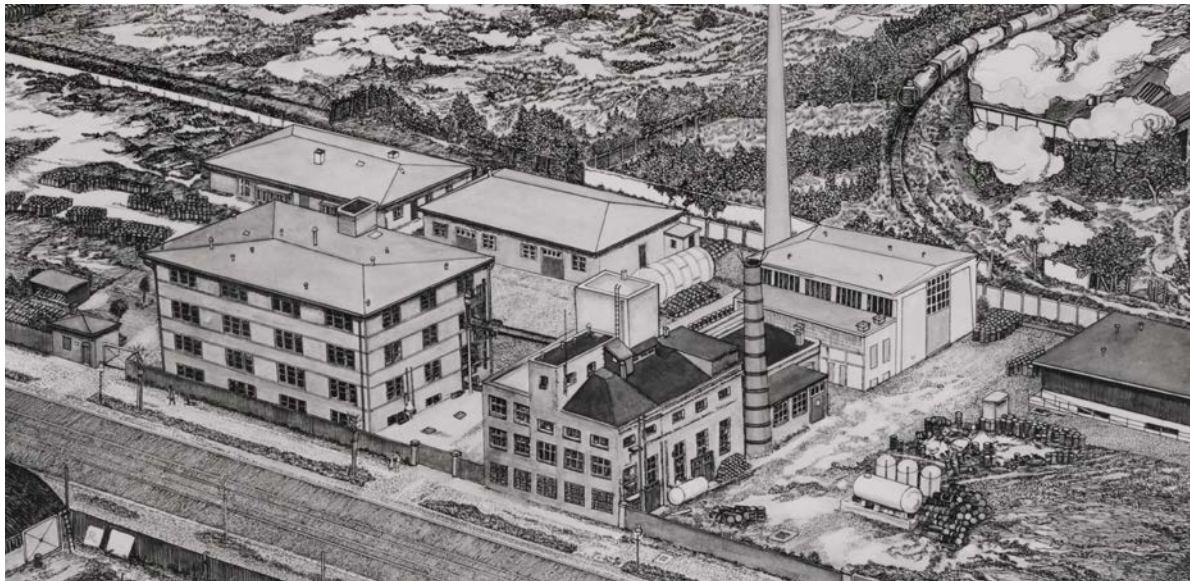
Below: Based on Eucerin: Isaac Lifschütz and Oscar Troplowitz at the first laboratory bottling of NIVEA Creme



BACKGROUND

Dr. Isaac Lifschütz

Dr. Isaac Lifschütz was born in 1852 in Pinsk, now Belarus. At the age of 18, he began his studies in Switzerland, which he later continued at the University of Freiburg im Breisgau before graduating as a doctor of chemistry in 1884. In the years that followed, he worked with wool wax obtained from sheep’s wool, the composition of which he published in 1896. Two years later, Lifschütz celebrated a breakthrough when he managed to isolate the emulsifier Eucerit from the raw material. In 1900, he applied for a patent for this manufacturing process. The Hamburg dermatologist Prof. Dr. Paul Gerson Unna recognized the importance of Eucerit for dermatology and discussed Eucerin, the ointment base obtained from it, in his monthly dermatological journals. Despite the scientific recognition, the great success of Lifschütz’s discovery did not materialize until the chemist joined Beiersdorf in 1911. To ensure that the production of Eucerin products could begin quickly, Dr. Oscar Troplowitz not only bought the rights to the manufacturing process from Lifschütz, but also the production machinery from his previous employer. Eucerin became the basic ingredient for NIVEA Creme – and thus the key to Beiersdorf’s economic rise. Lifschütz retired in 1931 and passed away in Hamburg in 1938.



Building a new production plant

Eucerit production, which had been based in Hamburg-Eimsbüttel since 1911, became increasingly problematic in the rapidly growing district at the beginning of the 1920s. Beiersdorf needed more and more Eucerit for the growing production volumes of the Eucerin ointment base. The great success of NIVEA Creme, which also contained Eucerit as a key ingredient, further increased demand. Production capacity at Plant 1, the former Beiersdorf headquarters at Unnastrasse, where the base was manufactured, was increasingly reaching its limits. In addition, the people of Eimsbüttel were no longer willing to put up with the unpleasant odors caused by the Eucerit production process, so much so that even the Hamburg City Parliament took up the issue.

The Beiersdorf Executive Board, therefore, started to look for a new production site in Hamburg – and found it in 1924 in the Hamburg industrial area on the Elbe. Here, Beiersdorf purchased a 16,000-square-foot plot of land on which it went on to build the new Eucerit factory (Plant 2). In the same year, production moved from Plant 1 in Eimsbüttel to the new site in Hamburg-Billbrook. After receiving official approval on November 6, 1924, Plant 2

commenced production in December.

Just one year later, the site was expanded through initial acquisitions. By 1929, the original area had already grown to over 160,000 square feet. In 1963, Beiersdorf bought another adjoining plot of land – since then, the site of the plant has amounted to just under 215,000 square feet.



Street view of Plant 2 in Hamburg-Billbrook, 1968

Aerial view, 1950s



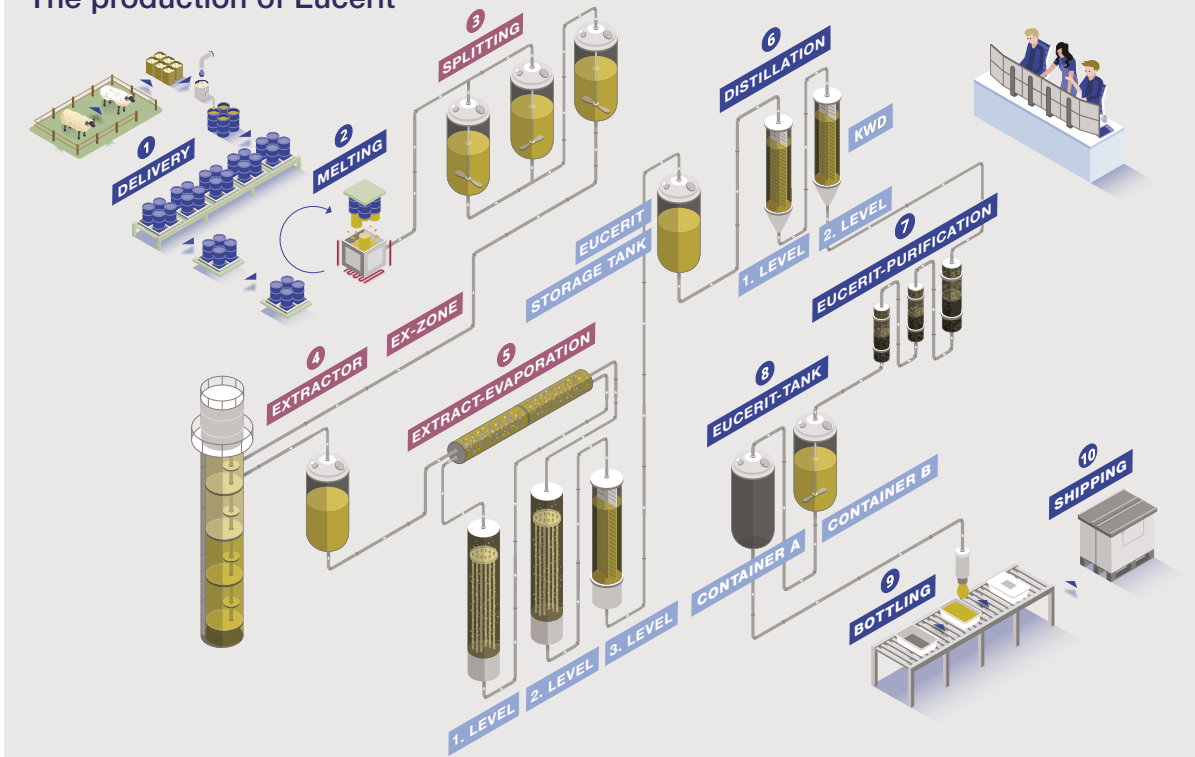
A key role for Beiersdorf

This plant has played a key role for the Eucerin, Aquaphor, and NIVEA brands from the very start. Eucerit, also known as “Beiersdorf gold,” has been produced exclusively in Hamburg-Billbrook since 1924 and is shipped from there to production sites all over the world, including India, Mexico, Thailand, the U.S., Spain, Poland, and Indonesia. The main customer is still Hamburg, where NIVEA Creme is produced in Beiersdorfstraße. Notably, the quality and purity requirements for the ingredients are so high that the raw material cannot be bought in. Plant 2, therefore, has a special position in the global network of Beiersdorf production sites. It is the only site that is used exclusively to produce a

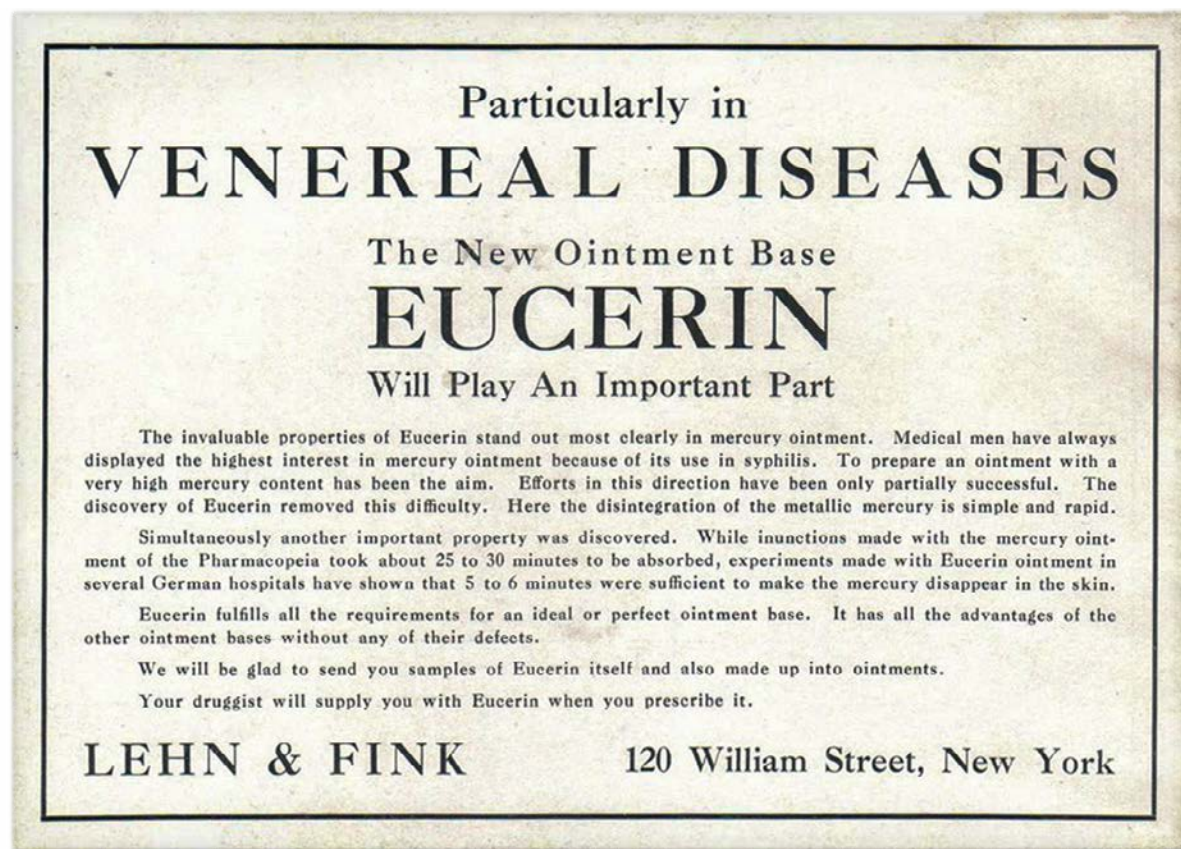
raw material for the manufacture of Beiersdorf products – and at the same time, it is the oldest production plant still operating.

What's more, there was another secret hidden away in Plant 2 for years: many Beiersdorf keys were manufactured there by a qualified employee. Whether for office cabinets, desks, or lockers – for decades, the keys for almost all doors came from the small workshop and could also be replicated there. The plant thus played a “key role” for Beiersdorf in both senses of the term.

The production of Eucerit



The wool wax is washed out of the sheep's wool and delivered in barrels (1). After melting, it is broken down into its components in the factory (2+3). Through extraction, evaporation, and distillation, the Eucerit is isolated (4-6). After further purification, it is bottled and shipped to production sites worldwide (7-10).



Eucerin was advertised in the U.S. as early as 1914.

The expansion

The acquisition of the patent for the “method of producing highly water-absorbent ointment bases,” as the Eucerit patent was formally called, marked the beginning of the product’s international expansion, especially within the pharmacy market.

Shortly after acquiring the patent in 1911, Dr. Oscar Troplowitz succeeded in marketing the ointment base internationally alongside NIVEA Creme. The ointment, available in two variants – “Eucerinum anhydricum” and “Eucerinum cum aqua” – was developed for different purposes. “Eucerinum anhydricum” was anhydrous and particularly suitable for adding liquid medicines. “Eucerinum cum aqua” already contained water and could be individually adjusted by adding solid

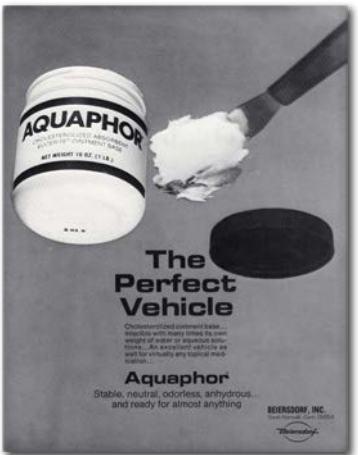
medicinal substances or used as an ointment base. Troplowitz adopted the short form “Eucerin” introduced by Lifschütz – a brand name that was quickly embraced by many pharmacists and dermatologists and became established for Beiersdorf’s ointment base. Just a few years after Eucerin was first produced at Beiersdorf in Hamburg, the new product was being ordered by pharmacists and dermatologists from all over the world.

Even before the outbreak of the First World War, Eucerin was not only available in Germany but also in Italy, Austria, the Netherlands, Russia, Switzerland, Spain, and the U.S. This international expansion was interrupted by the war and only resumed in the 1920s, with pharmacists and dermatologists continuing to be the main customers.

BACKGROUND

Aquaphor in the U.S.

Since 1924, “Eucerinum anhydricum” has been sold in the U.S. under the name Aquaphor. The product first appeared in American price lists in December 1924, when Beiersdorf began cooperating with the American company Metz Laboratories. The background: In September 1921, Beiersdorf sent samples of “Eucerinum anhydricum” and “Eucerinum cum aqua” to the U.S. for the first time. Although Eucerin’s business in the U.S. was not yet growing due to the higher price point, Hermann Metz saw great potential in the two products. A letter from 1921 stated: “If Eucerin proves to be suitable, Mr. Metz may also use this preparation for the production [...] of skin creams.” Under the name Aquaphor, the product known as “Eucerinum anhydricum” in Europe became a hit in the U.S. The ointment evolved from a specialized product for pharmacists into a household item that protects and moisturizes particularly stressed and dry skin as well as providing relief for irritated and cracked skin.



Left: Advertisement for Aquaphor from the U.S., 1976

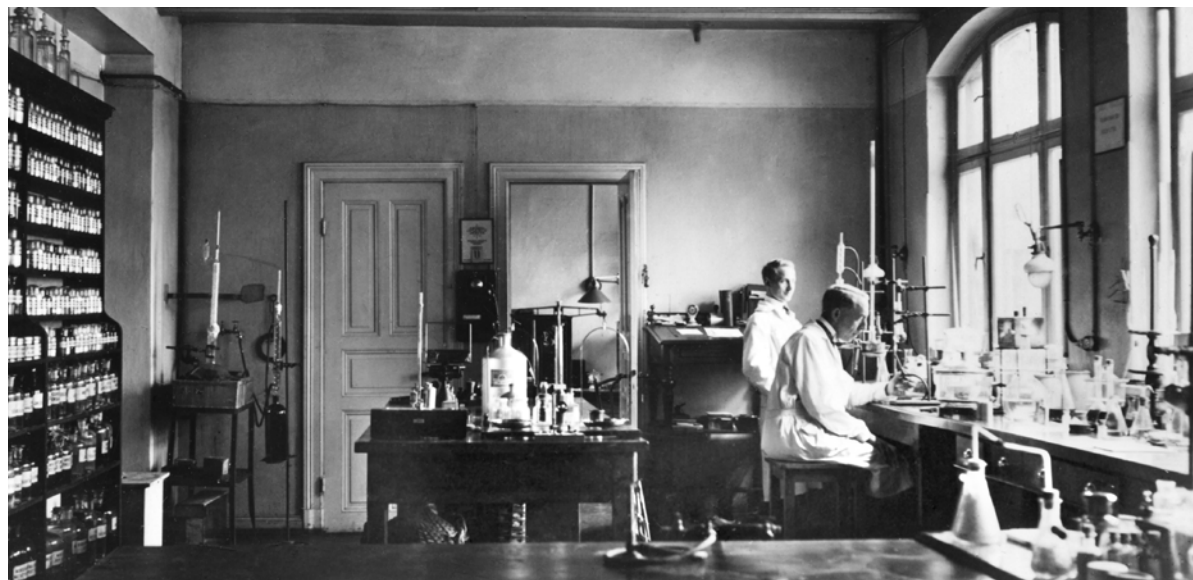


Below: Aquaphor jar from the U.S., 1930s

On the eve of the Second World War, Eucerin ointment base was sold in almost all countries where Beiersdorf operated. However, this war also slowed down business growth. Due to shortages of raw materials and the necessary Eucerit, which was exclusively produced at Plant 2 in Hamburg, Eucerin could no longer be sold in many countries. While the NIVEA brand rights were expropriated in almost all parts of the world (see Chronicle 07), the Eucerin brand was spared this fate.

After the Second World War, business collapsed in many foreign markets. Beiersdorf was slow to regain an international foothold. The launch of pH5-Eucerin – the first European product for consumers – in 1950 supported the expansion of the international business. However, in recent decades, the importance

of dermo-cosmetic skin care, which became established with Eucerin, has risen sharply, particularly due to the increase in allergies, skin intolerances, and consumers’ desire for products for sensitive skin. In light of this preference, the Eucerin product portfolio was expanded to include face and body care as well as sun protection products. Today, Eucerin is available in 77 countries around the world and making a difference in the lives of many people who wish to give their skin special care and attention.



A glimpse into a Beiersdorf laboratory, 1910s

Scientific innovations

For more than 120 years, the people at Eucerin have been conducting dermo-cosmetic research and developing new ingredients and scientifically proven formulas. These scientific breakthroughs have helped, and continue to help, millions of people around the world.

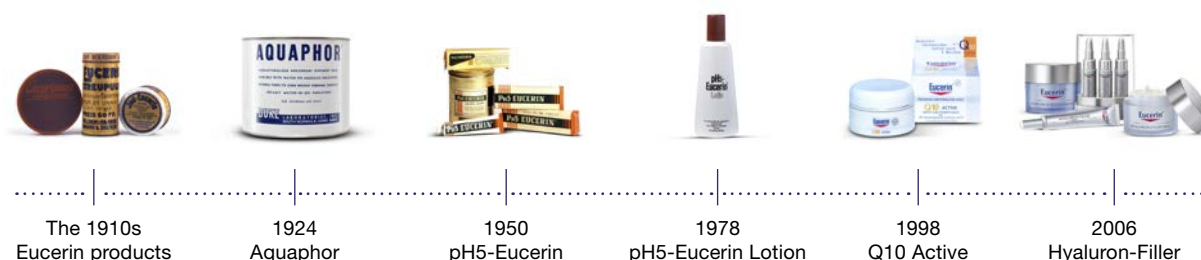
The foundation for this was laid by the chemist Dr. Isaac Lifschütz in 1900 with the discovery of the emulsifier Eucerit, which served as the base for stable water-in-oil emulsions. The stable ointment he created from this, which he named Eucerin, became the base for NIVEA Creme in 1911.

From 1924, Beiersdorf sold the basic ointment “Eucerinum anhydricum” in the U.S. under the brand name Aquaphor. It proved to be particularly effective

in wound healing as it facilitates faster skin regeneration. To this day, Aquaphor is used for cracked and extremely dry skin as well as after medical procedures.

This was followed in 1950 by the launch of the pH5-Eucerin line to restore and preserve the skin’s protective acid mantle, a development that reflected the growing awareness of the importance of healthy skin. The pH5 line, which is particularly suitable for sensitive skin, quickly established itself as a dermatologically recommended skin care regimen and still remains an important pillar of the Eucerin portfolio to this day.

In the 1970s, Eucerin expanded its range to include a series for all skin types, with a special focus on sensitive skin. The introduction of the pH5-Lotion and pH5-Cream consolidated the perception of Eucerin



Left: Hyaluron-Filler Epigenetic Serum with Epicelline, 2024

Below: Anti-Pigment with Thiamidol, 2019



as a brand for medical skin care.

In the 1990s, Eucerin responded to the growing demand for specialized skin care products. In 1991, the brand launched a sun protection line with two-stage protection, to counteract sun allergies, among other things. This was followed shortly afterwards by the Laceran line containing urea, which specifically cared for rough and dry skin. The year 1998 saw the launch of the first Eucerin anti-wrinkle cream with coenzyme Q10. This active ingredient stimulates energy production in the cells, allowing the cream to reduce wrinkles.

Eucerin Hyaluron-Filler was added to the portfolio in 2006. The combination of active ingredients in this product range helps to plump up the skin and counteract signs of aging thanks to the moisturizing properties of hyaluronic acid and the stimulation of the skin’s own hyaluronic acid production. In 2019, the first products with the patented active ingredient Thiamidol followed. This was a development that has revolutionized the treatment of hyperpigmentation by visibly and safely reducing pigmentation spots.

Another highlight was the Hyaluron-Filler Epigenetic Serum with the active ingredient Epicelline, introduced in 2024. Epicelline is based on epigenetic research, supports skin function at cellular level, and can turn back the biological clock of skin cells. It therefore exemplifies the brand’s commitment to offering scientifically based solutions to promote skin health.

BACKGROUND

Dr. Zorica Milinic on the importance of dermatologists for Eucerin

At Eucerin, we are very proud of our deeply rooted collaboration with dermatologists – this is an integral part of who we are and dates all the way back to 1911. At that time, the renowned dermatologist Prof. Dr. Paul Gerson Unna tested the first Eucerin formulations in the Beiersdorf laboratories in Hamburg. Even today, collaborating with dermatologists is extremely important to us. After all, they treat hundreds of patients with skin problems every month and know best what those affected need most – both physically and emotionally. Many dermatologists I have met around the world report how severely skin diseases can affect people’s quality of life. These medical professionals often treat not only their patients’ skin but also their soul. That’s why exchanging information with them is particularly valuable. They know what really matters to those affected and how dermo-cosmetic innovations can best meet their needs – for their skin and beyond.



Dr. Zorica Milinic, Global Director Medical Management

Beiersdorf has been collaborating with FIRST (Foundation for Ichthyosis & Related Skin Types) in the U.S. since 2000.



Life-changing power of dermatological skin care

Since the early collaboration with Professor Paul Gerson Unna at the beginning of the 20th century, Eucerin’s history has been shaped by close exchanges with dermatologists. Beiersdorf knows from them that skin problems such as acne, neurodermatitis, and hyperpigmentation affect more than just people’s skin. They often affect the self-confidence, mood, and therefore also the quality of life of those affected. Dermatological skin care innovations offer relief and have a visible effect. This means they not only have a significant impact on our skin but also on our lives overall.

Building on this knowledge, Eucerin’s official purpose was formulated in 2020: “We believe in the life-changing power of dermatological skin care.” Following this guiding principle, the brand Eucerin is dedicated to the research of, clinically proven product solutions that create visible and noticeable results. Always with the knowledge that stopping an itch means more than just preventing scratching – and that soothing acne means more than just cleaning the pores. When our skin feels better, we feel better.

The brand’s sense of purpose goes far beyond offering product solutions to those affected. Experts

estimate that 400 million people with chronic skin conditions are affected by stigmatization, which also has a huge impact on quality of life. To change lives in this area, too, Eucerin launched a global social mission in 2021. Together with experts from dermatology, psychology, and patient organizations, the brand raises awareness of this societal issue, educates the public, and sensitizes people to the effects of stigmatizing behavior. Eucerin also supports local projects worldwide that promote the destigmatization and inclusion of people with skin diseases.

Since 2021, Eucerin has been working with the IISMAS Institute in Italy to provide dermatological and psychological counseling to people without a fixed place of residence.



Available in your (online) pharmacy

From the moment Paul C. Beiersdorf founded the company in his pharmacy in 1882, this point of sale has held a special significance for Beiersdorf. For Eucerin, this remains true to this day. In many countries, the dermo-cosmetics brand can primarily be found on pharmacy shelves. In Germany, pharmacies are even designated as the exclusive sales channel under what is known as a selective distribution agreement. This results in three sales opportunities: physical pharmacies, pharmaceutical wholesalers, and online pharmacies. Although the proportion of e-commerce in retail is generally increasing, most Eucerin products are still sold over the counter of pharmacies in physical pharmacies in the brand’s home country. Recommendations by pharmacists and pharmaceutical technicians carry particular weight at the point of sale. This is why numerous sales representatives regularly visit thousands of pharmacies to present



the brand’s innovations to staff members and promote relationships with them. Eucerin’s “dialog service” provides all other pharmacies with regular updates. But that’s not all: Eucerin constantly trains pharmaceutical technicians to support their consulting skills and also offers them e-learning, a dedicated website area, decoration, training materials, and much more.

The 2024 Aposcope Study in the area of cosmetics and personal care shows that these extensive measures are paying off: Eucerin leads the overall ranking as well as the evaluations in the areas of field service and training. However, let’s not forget that Eucerin is a global brand and available in 77 countries, which also have different distribution channels. Depending on local sales structures, laws, and market conditions, Eucerin can therefore also be found in para-pharmacies, perfumeries, or online stores in some countries.

Left: Beiersdorf was founded in 1882 in a pharmacy near St. Michael’s Church.

Below: Shelf with Eucerin products in a pharmacy in 2024



Eucerin at a glance



The foundation
In 1900, Dr. Isaac Lifschütz applied for a patent for Eucerit, thus laying the foundation for Eucerin's global success today. The patent was granted in 1902.



Pioneer of dermo-cosmetics
With the birth of the brand in the early 20th century, Eucerin became the world's first dermo-cosmetic skin care brand.



The first product line under the name Eucerin
In 1950, Eucerin launched its first product line, pH5, which still cares for sensitive skin today.



A milestone in anti-aging care
In 2006, Eucerin launched the first Hyaluron-Filler products, which are still very relevant in the anti-aging sector today.



The patented active ingredient Thiamidol
Among 50,000 active ingredients tested against hyperpigmentation, Thiamidol stood out. In 2019, Eucerin launched it on the market for the first time under the Anti-Pigment series.



"Life-changing power of dermatological skin care"
Eucerin is convinced that dermatological skin care can change lives. This purpose has been driving the brand forward since 2020.



The fight against stigmatization
Experts estimate that 400 million people with skin diseases are affected by stigmatization. Since 2021, Eucerin has been committed to the fight against stigmatization as part of its global social mission.



Medical device
Eucerin launched its first medical device in 2021: Eucerin Actinic Control with Sun Protection Factor 100.



A major sales milestone
In the 2022 fiscal year, Beiersdorf's dermo-cosmetics division with Eucerin and Aquaphor surpassed the sales milestone of one billion euros.



Turning back the skin's biological clock
In 2024, Eucerin launched the first Beiersdorf product based on epigenetic research: a serum with Epicelline that reactivates silenced youth genes and can thus rejuvenate the skin cells.



From Hamburg into the world
Eucerin is available in 77 countries around the globe.



Sustain skin health
As a dermo-cosmetics brand, Eucerin offers solutions for numerous skin conditions such as hyperpigmentation and neurodermatitis, as well as acne-prone or sensitive skin.

BLUEPRINT

The birth of dermatological skin care

The patent for the "method of producing highly water-absorbent ointment bases" dated January 31, 1902, forms the foundation of the Eucerin brand.

1) Patent number
This number precisely identifies the patent and allows it to be referenced at the patent office. Dr. Isaac Lifschütz laid the foundation for dermatological skin care with the patent for a method of producing highly water-absorbent ointment bases.

2) Imperial Patent Office
The Imperial Patent Office opened in Berlin on July 1, 1877. Just one day after the opening, the first German patent was granted for a "method of producing a red ultramarine color." Until 2024, over one million patent certificates have been issued in Germany – around 1,500 of them to Beiersdorf.

3) Dr. Isaac Lifschütz:
The scientist, who was awarded his doctorate in chemistry in 1884, worked on wool wax obtained from sheep's wool, among other things. Lifschütz's breakthrough came in 1898 when he managed to isolate the emulsifier Eucerit from the raw material and applied for a patent for the process. Dermatologist Prof. Dr. Paul Gerson Unna recognized the importance of Eucerit for dermatology. Despite the scientific recognition, great success did not materialize until Lifschütz joined Beiersdorf in 1911. Eucerit became the base for Eucerin and established the concept of dermatological skin care.

4) The seal
In Germany, the practice of sealing patents goes back to the time of the Imperial Patent Office. The seal was seen as a sign of official authentication at a time when physical documents were the primary means of recording and validating patents.



Photo album

The Eucerin photo album shows some interesting pictures from the brands more than 120-year history. All images were taken from the Beiersdorf AG archive.



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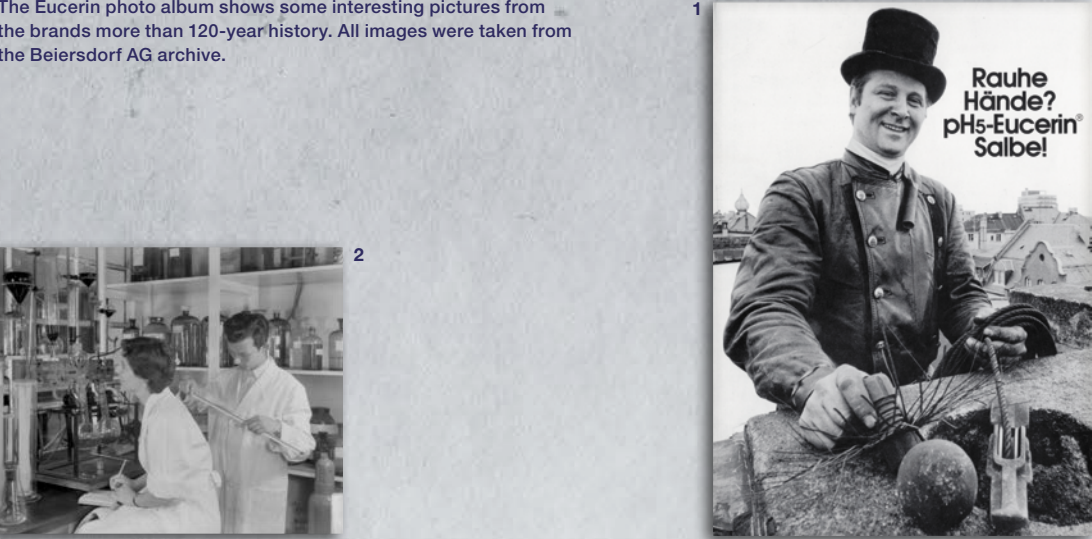
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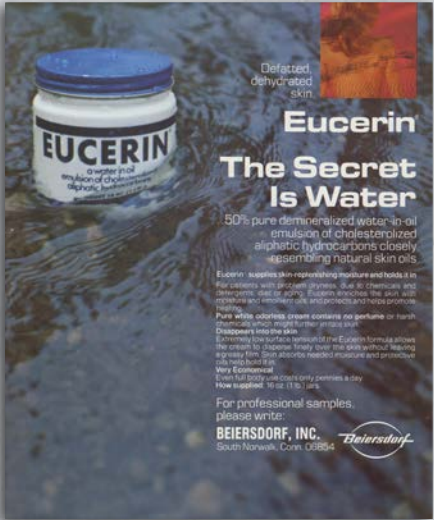
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1 pH5-Eucerin advertisement, Germany, 1979

2 A glimpse into the laboratory, company headquarters, Germany, 1950s

3 Eucerin international product portfolio, 1910s-1950s

4 "Eucerinum cum aqua" tin, Germany, 1920s

5 Eucerin advertisement, U.S., 1982

6 pH5-Eucerin advertisement, Germany, 1955

7 "Euzerin" soap, Germany, 1930s

8 Eucerin advertisement, U.S., 1976

9 Eucerit production, Plant 2, Germany, 1968

10 Eucerin advertisement, Germany, 1920s

11 Teaching laboratory at the company headquarters, Germany, 1977

On skin health and how it affects life

Dermatological skin care can change lives – for example, through new-found self-confidence or because your child can sleep through the night again without suffering from itchy skin. Many people report how their skin condition has impacted their lives. Here are three of them: Petra, Tony, and Hector.



Petra – hyperpigmentation Hyperpigmentation used to be omnipresent in Petra's life. People asked what had happened to her and whether she had burns. Petra's self-confidence suffered greatly under this burden. For a long time, she couldn't find a solution – until she tried out the right Eucerin skin care range. The visible results gradually restored her self-confidence. Her personal words of thanks – "Eucerin has really changed my life" – coined the brand's guiding principle.



Tony – actinic keratosis Actinic keratosis is the most common precursor of skin cancer. When Tony received this diagnosis, he was worried that his young son would have to grow up without him. After undergoing treatment, he needed to protect his sun-damaged skin – but putting his life on hold was out of the question for him. With Eucerin SPF 100, he feels safe in the sun again, which means he can play outside with his son and enjoy life to the full without worrying.



Hector – acne Being on the receiving end of judgmental looks or harsh comments can be more painful than acne. That's precisely what Hector experienced. He endured years of being stared at and taunted. Some days he didn't dare leave the house – the fear of being laughed at was just too big. Even though his acne has not completely disappeared yet, he now feels much more comfortable in his skin. With the support of his family, he found the strength to show himself to the world. Now he even wants to become a model and serve as a role model for others.

IMPRINT

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All the stories, information, and pictures in this issue are taken from the Beiersdorf Group's historical archive, which houses documents and files on the company's history as well as an extensive collection of products, advertising campaigns, photos, videos, and objects. The historical archive forms the company's collective memory and regularly publishes the most interesting anecdotes in this series.

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