

HELLO
SPRING
SUN!HELLO SPRING, HELLO DEAR
STUDY PARTICIPANTS
OF THE BEIERSDORF STUDY
CENTER!

We are all looking forward to the first rays of sunshine after such a long winter. LONGING is the right word.

But right from the start of spring, it's time to think about suitable UV protection for your skin type.

"Many people are becoming increasingly aware of the importance of UV protection," says the President of the Federal Office for Radiation Protection (BfS), Inge Paulini. "But not everyone knows that you should be careful on sunny spring days as well."

Quote from the website of the Federal Office for Radiation Protection BfS – homepage
Further information on the BfS website: https://www.bfs.de/DE/home/home_node.html

Why do we test our entire product range for UV protection so extensively in the Study Center?

We now know that UV radiation has a significant influence on skin ageing. For this reason alone, it is important to adapt UV protection to your individual skin type.

To correctly assess your skin type, you can use the Beiersdorf Study Center website for a little help. Here, skin types, their characteristics and advice for carefree sun exposure are provided. Find out which skin type you are:



In addition, the intensity of UV radiation must also be considered for sun protection. To be well prepared for the current situation, you can use appropriate weather apps to find out the level of daily UV radiation. The UV index provides some guidance.

Shade is a good start for UV protection

... but UV rays not only reach the skin when we are exposed to direct sunlight. Through reflection, UV rays can also reach the skin and cause skin damage in the shade. So, you should ALWAYS use suitable sun protection!

In addition to skin ageing, the focus is of course on skin health when it comes to the sun.

UV radiation can damage both the skin and the eyes. It is the main cause of skin cancer. According to a survey by the Federal Office for Radiation Protection from 2024, more people than ever are seeking protection in the shade in summer. "That's exactly right."

Have you already tested our great primer – as a study participant or perhaps even as a consumer?

Primer is great because you can also use it as a make-up base. Last year alone, we conducted more than 15 studies involving over 300 study participants to bring this innovative UV protection product onto the market.

We would like to thank you – our colleagues and all study participants – very much for this!

Our valued colleagues from Product Development, LAB Managers Julia Eckert and Katharina Ropeter, led the development of this 2-in-1 PRIMER.



By the way: 2 in 1 in this case means that our primer ...

1. protects – it activates the skin's own defense mechanism & protects skin cells from oxidative stress.
2. smooths – its long- and short-chain hyaluronic acid supplies the skin with moisture & stimulates the skin's own hyaluronic acid production.



Sustainability

Beiersdorf receives an AAB rating in 2024 – this means we are on the CDP A List

- Beiersdorf is once again on the "A List" of the CDP for 2024.
- We received two top marks: an A for "Climate" and an A for "Water."
- Our performance in the field of "Forest" was rated with a B.
- We are continuing to work on transforming our company sustainably for the future.

"Sustainable change is a journey that requires long-term commitment and the constant re-thinking of internal and external influences. We have steadily improved in recent years and want to continue to develop in the future."

Quote from Jean-Francois Pascal, VP Sustainability Beiersdorf AG

Beiersdorf Study Center
Beiersdorfstraße 7
22529 Hamburg
Phone: +49 40 4909 5600
<https://study-center.beiersdorf.com>
E-Mail: studycenter@beiersdorf.com
Instagram: [beiersdorf_study_center](https://www.instagram.com/beiersdorf_study_center)

Study Center – We develop impactful Skincare Innovations that touch people's lives.

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Beiersdorf AG
Beiersdorfstraße 1–9
22529 Hamburg
Phone: +49 40 4909 0

Board of Directors: Vincent Warnery (chairman),
Oswald Barckhahn, Astrid Hermann, Nicola Lafrentz,
Grita Loeb sack, Ramon A. Mirt, Patrick Rasquinet
Chairman of the Supervisory Board:
Prof. Dr. Reinhard Pöllath

Register and register number:
Registergericht Hamburg, HRB 1787
VAT number:
DE 118 513 961

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