



NEW YEAR
NEW NAME
NEW WEBSITE

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New year – Although the year has already begun and gathered pace, we would still like to take this opportunity to wish you a particularly beautiful and hopefully friendly 2023. We are already looking forward to exciting projects with you and great beauty products that we will test together with you. And this year we have a lot planned for you and with you...

New name – As you will have noticed from our new layout in the title of our current edition, we have found a new name for our newsletter. With **innerCircle** we welcome you into our inner circle. We tell exciting stories and provide information about our Study Center and our emerging product world. You play an essential part in our study operations, and we would like to convey this to you and say thank you.

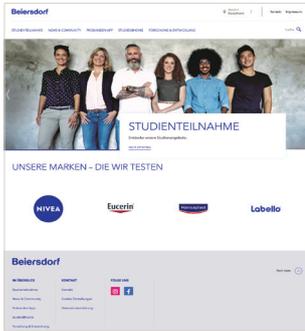


New website – Our Study Center website has also changed a lot in the last year. Under the heading STUDY PARTICIPATION, we have made transparent all the requirements, regulations and new offers, as well as current and new measurement methods, that we use in our studies. Here, you, along with potential new study participants, can get a lot of information about the conditions and procedures of the study. You can also get in touch with us. The NEWS & COMMUNITY section is particularly exciting. Here too, we introduce you to brand new topics, give you a look

Haven't you heard the name Study Center yet either? We have also given our test center a new and, in our opinion, more appropriate name – it is now called the **Study Center!** This means we will now also address you as a **study participant.** Some of you may have already discovered this in our correspondence.

**Beiersdorf
Study
Center**





behind the scenes and provide information material, such as this newsletter, and our booklet with important information for study participants. We also use totally beautiful tools to enable you to scroll or click through and browse. Just have a look at <https://study-center.beiersdorf.de> and browse a bit.

This year, we also have a lot of plans for the website. We are moving the entire website to a new platform, with lots of new opportunities for users to interact and communicate with each other.

New premises for the Study Center – Only a short note, because it's part of the plan: the Study Center is getting a new building and with it a whole new look. We don't really want to reveal much more yet... Shhh!

A FEW FACTS FOR YOU FROM CURRENT OCCASION AND TO TAKE TO HEART

Current bank data



It is important that we always have the correct current data concerning your bank details and contacts. It causes unnecessary effort and delays if we do not have the latest information in our database. Therefore, please always let us have your correct bank account details at the beginning of a study confirmation. Otherwise, we will have to charge a processing fee, which will be deducted from your financial compensation.

Email address



It is important that we have a unique email address from each study participant. This means each individual must have a uniquely identifiable email address. This becomes even more important if you organize your study participation via our new Study App.

Competition for participation in the Study App



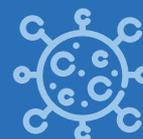
The first 500 users of our new Study App, who took part in a study between December last year and March 2023, were automatically entered into our competition. Vouchers for the NIVEA Haus Hamburg were drawn which were redeemable on site or online.

ID card



If you wish your information to be deleted and no longer participate, we would like you to return your ID card to: Beiersdorf Study Center, Tropfowitzstraße 17, 22529 Hamburg. Thank you very much!

COVID-19



There is no longer a need for a rapid test prior to a visit in our Study Center. Also, it is currently up to everyone – including participants – to wear a mask.

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Imprint (Status 06/2023):

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

For further information relating to data processing please see the declaration of data protection (section "Contacting Us"/Communication/Cooperation) on www.beiersdorf.de