

Expert interview

„For NATURALLY GOOD, we want to give consumers all the details. It is the beginning of a journey“

Luis Carbajal, from the NIVEA Face Cleansing R&D department, answers the most important questions about the new NIVEA NATURALLY GOOD product range. In this interview, he explains that consumers are much more interested in natural products and also about our products' details – they want to know more about each ingredient in the formulas.

NIVEA is launching a new face care product range with 99 % natural origin ingredients. What makes these products special?

NATURALLY GOOD was developed with a philosophy of using as many ingredients with natural origins as possible. With the new product franchise from NIVEA we also focused on being 100% transparent about all the ingredients.

Have you noticed demand for a product range with natural ingredients?

The past couple of months have shown that consumers are much more interested in natural products and want to know more details about our products. They want to know what is and what isn't in our formulas, and they want to know the role of each specific ingredient. For our new product range NATURALLY GOOD, we try to give all the details and explain them so consumers understand them. But it's still the beginning of a journey, and we want other products to follow this initiative.

Can you explain why 1% of the formula is non-natural?

The 1 % guarantees the formula stability and formula safety, which is extremely important to be 100 % skin-safe.

Among the 99% and 98% of natural ingredients, what are the main ones?

All creams contain glycerin as moisturizer, and a combination of oils and emollients that are mainly caring and smoothing properties. These include Jojoba oil and shea butter. We also use ingredients such as cetearyl alcohol to blend the formulas and guarantee their effectiveness.

Our Milk contains a combination of moisturizing glycerin and soothing Brassica Campestris Seed Oil. These are blended into a caring emulsion by using emollients like Sodium Cetearyl Sulfate or Glyceryl Caprylate. The Toner contains Aqua, Alcohol Denat and Glycerin. The Toner combines the moisturizer glycerin and lactic acid with the refreshing properties of alcohol. Plus, Decyl Glucoside as surfactant enhances the cleansing properties.

What is the difference between the ingredients of natural origin and those without it?

Those of natural origin are basically sourced from nature and retain more than half of their molecular structure or natural state, after being processed – this includes the water. This definition follows strict internal Beiersdorf standards.

Why is alcohol a part of the formula?

There are many reasons for it: Alcohol is a solvent, it helps to get rid of heavy or greasy feelings and it makes a product dry faster and feel weightless on the skin. As a preservative, it prevents the products from going bad.

What is the role of the perfume? And is it part the 99% or inside the 1%?

The perfume ensures a pleasant smell and cosmetic acceptance. It also has preserving properties to ensure the formulation safety and prevent the products from decaying. As a synthetic ingredient, it is part of the 1% non-natural section.

Can the perfume irritate the skin?

The compatibility of all our formulations (including perfume) are tested and confirmed in a dermatological assessment. In addition, our product for sensitive or irritated skin is fragrance-free.

What are preservatives? What is their role in the formula?

As we need to ensure the usage of our product beyond the shelf when our consumers buy our products, they are necessary to prevent microorganisms like mold to grow inside of them.

Does the formula contain any allergens?

Yes, the perfume of our products contains some substances classified as allergens. In general, allergens could be naturally present in some fruit and vegetables, but we understand some people would prefer not to have them. Therefore, we have also a Day Care Sensitive variant with organic chamomile, which is unperfumed.

The last question, but certainly not the least, is about the sustainable packaging: What is recyclable in the packaging of NIVEA Naturally Good?

Although our NATURALLY GOOD packaging does not contain recycled content yet, both our PET jars as well as our bottles made out of PP are recyclable. This contributes to our goal to use only packaging which is recyclable, reusable or compostable by 2025. All folding box materials are from sustainably managed forests.

As part of our company commitment to include 25% recycled content in our plastic packaging in Europe until 2025, we are currently checking our entire plastic packaging portfolio regarding the use of recycled plastic.

About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 135 years of experience in this market segment. The Hamburg-based company has about 20,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €7.2 billion in financial year 2018. Its product portfolio comprises strong, international leading skin and body care brands including NIVEA – the world’s largest skin care brand* – Eucerin, Hansaplast/Elastoplast, and La Prairie. Millions of people around the world choose the Beiersdorf brands every day for its innovative, high-quality products. Further renowned brands such as Labello, Aquaphor, Florena, 8x4, Hidrofugal, arix, SLEK, and Maestro round off the extensive portfolio. Beiersdorf’s wholly owned affiliate tesa SE, another globally leading manufacturer in its field, supplies self-adhesive products and system solutions to industry, craft businesses, and consumers.

** Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2017.*

Contact:

Beiersdorf AG

Inken Hollmann-Peters

Vice President Corporate Communications & Sustainability

Phone: +49 40 4909-2001

E-Mail: cc@beiersdorf.com