

# Press Release

## **Beiersdorf Hosts International Who's Who of Q10 Research**

- Renowned Q10 researchers from around the world discuss the latest research findings at the tenth conference of the International Coenzyme Q10 Association (ICQA)
- Beiersdorf experts present their latest Q10 skin research findings to an expert audience
- Q10 proved to be a key component in the cellular skin aging process

**Hamburg, May 19, 2022** - From May 12 to 15, 2022, Beiersdorf hosted the who's who of international Q10 research at the tenth conference of the International Coenzyme Q10 Association (ICQA) held at its research center in Hamburg. Approximately 160 attendees discussed the latest findings regarding the coenzyme produced naturally by the body as well as its vital importance. "Following the last ICQA event in New York in 2018, it was a huge honor for us to be able to welcome researchers from all over the world to our site in Hamburg," emphasizes Dr. Gitta Neufang, Corporate Senior Vice President, Research and Development. "Beiersdorf scientists have been intensively researching the essential coenzyme Q10 since the early 1990s. In 1998, we succeeded in making Q10 available in antiaging skin care products for the first time. We are as proud of this pioneering work as we are of our other contributions to research. We are therefore all the more delighted that this has been recognized by the members of the ICQA."

## Q10 still offers considerable potential

The International Coenzyme Q10 Association was founded by renowned scientists from around the world in September 1997 and is based at the Institute of Biochemistry at the Marche Polytechnic University in Ancona, Italy. The purpose of the research association is to regularly share the latest findings regarding Q10 across a large number of scientific disciplines including research into Parkinson's, diabetes, and cancer. With their focus on skin, Beiersdorf scientists have been part of the close circle of experts since the beginning, have published their research findings in renowned journals, and communicate their expertise at numerous specialist events. Represented by Dr. Julia Weise, Lab Manager, Biological Testing, Beiersdorf gave insights into its research work for the eighth time at this year's ICQA conference, thereby emphasizing its leading role in Q10 skin research. "Q10 still offers considerable potential in the area of antiaging skin care as we continue to discover new details. In the more than 20 years of our intensive research work, we have continuously expanded our knowledge and also collaborate with renowned external partners," explains Dr. Julia Weise.

## Targeted improvement of skin cell vitality with Q10

The latest study was produced together with Beiersdorf's long-standing cooperation partner Luca Tiano, professor at the university in Ancona and ICQA board member. In their joint work, the scientists proved

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that the decline in Q10 in skin cells due to age is a cause of skin aging and also weakens connective tissue structures. "This knowledge gives us an even better understanding of the key function of Q10 and allows us to specifically influence skin cell vitality," reports Dr. Julia Weise. "We also proved on a skin model that you can replenish a Q10 deficit and that cells can therefore be biologically rejuvenated."

Successes like these allow Beiersdorf to continuously expand its Q10 formula platform and steadily improve the efficacy of Q10 products, for example by being combined with highly effective active ingredients such as creatine and vitamin C. This makes Q10 research a prime example of how initial pioneering work by the Hamburg-based company benefits from the latest research findings. The success story of modern-day active ingredient cosmetics and antiaging skin care began in 1998 with the introduction of the first NIVEA Q10 skin care product to the mass market. It continues to bear fruit to this day with numerous innovations.

## About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care and body care as well as pioneering skin research for 140 years. Leading international brands such as NIVEA, the world's no. 1 skin care brand,\* Eucerin (dermocosmetics), La Prairie (selective cosmetics), and Hansaplast (adhesive bandages and wound care) are valued by millions of people around the world day after day. Renowned brands such as Aquaphor, Coppertone, Chantecaille, Labello, 8x4, arix, Hidrofugal, Maestro, and Florena complement our broad consumer portfolio. Through the wholly owned affiliate tesa SE, Beiersdorf is also a global leader in the manufacture of technical adhesive tapes and provides self-adhesive system solutions to industry, businesses, and consumers. The Hamburg-based company generated sales of 7,627 million euros as well as an operating result (EBIT) of 933 million euros in fiscal year 2021. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture, and the Beiersdorf purpose "Care Beyond Skin." With its [C.A.R.E.+](#) business strategy, the company is pursuing a multiyear investment program focusing on competitive, long-term growth. The program is consistent with the ambitious [sustainability agenda](#), with which Beiersdorf generates clear added value for consumers, society, and the environment.

\* Source: Euromonitor International Limited; NIVEA as umbrella brand in the categories Face Care, Body Care, and Hand Care; in retail value terms, 2020.

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