

Press Release

Important step for climate protection: Beiersdorf reduces CO_{2e} footprint of deodorant aerosol cans

- Beiersdorf is making further progress both in climate protection and in building a circular economy through more sustainable aluminum packaging.
- All deodorant aerosol cans filled at the new plant in Leipzig will contain at least 50 percent recycled aluminum and have a lower weight thanks to material reduction.
- The more environmentally friendly aerosol cans reduce CO_{2e} emissions by 58 percent.

Hamburg, September 14, 2023 - Beiersdorf announces a further step towards sustainability, climate protection, and circularity: From 2023/24, all deodorant cans in the European assortment of NIVEA, 8X4, Hidrofugal, and Hansaplast will contain at least 50 percent recycled aluminum and will weigh 11.6 percent less thanks to material reduction. This will reduce CO_{2e} emissions in the aerosol can value chain by around 58 percent. This corresponds to a reduction of around 30,000 tons of CO_{2e} per year.

"Beiersdorf is already an industry pioneer in the use of recycled aluminum for aerosol cans," affirms Isabell Niggemann, Global Procurement Manager Sustainable Packaging. "Now we are extending this more sustainable packaging solution to the entire deodorant aerosol assortment. This brings us closer to reaching our ambitious climate target that we have set with our CARE BEYOND SKIN Sustainability Agenda: The absolute reduction of our CO_{2e} emissions across Scope 1, 2 and 3 by 30 percent by 2025."

"Our new, state-of-the-art production center in Leipzig has the technology to process lighter cans," says Stephan Roelen, plant manager of Beiersdorf Manufacturing Leipzig. "In addition, the facility meets the highest environmental standards and was built with a modular, flexible design to be able to adapt to new technologies, consumer demands and market developments."

Shoulder to shoulder with packaging partners

The successful implementation of this reduction in CO_{2e} emissions is the result of a dedicated collaboration between Beiersdorf and leading packaging producers in the aerosol sector. The recycled material used is sourced from the European market. It is remelted and processed into aerosol cans, which Beiersdorf then uses for its products, such as deodorants.

The great advantage here is that aluminum can be recycled an infinite number of times without losing its high-quality properties as a packaging material. It is light, stable, easy to shape and provides ideal protection for the product. In addition, the recycling approach creates new perspectives for the circular

Contact

Corporate Communications
Anke Schmidt
Phone.: +49 40 4909-2001
Email: cc@beiersdorf.com

economy and significantly reduces energy consumption compared to the production of primary aluminum.

Weight reduction and the sourcing of primary material from "green production" are further levers for reducing the CO_{2e} footprint. Beiersdorf, together with its packaging suppliers, is now also exploiting these opportunities in Europe and thus continues to be a pioneer in the market. Furthermore, also on a global scale and beyond the deodorant assortment, the portfolio of aluminum packaging is going to be converted in the coming years to achieve the company's ambitious sustainability targets by 2025.

Production in Leipzig follows highest environmental standards

Beiersdorf's new plant in Leipzig-Seehausen, where the production of cosmetic products for the European market is currently being ramped up, is making a key contribution to implementing the Group's "Climate Care" strategy with its state-of-the-art production technology. Thanks to the exclusive use of renewable energies and the use of biogas for heat generation, the plant operates on a virtually CO_{2e}-neutral basis. There are even plans to expand the plant into an "Energy+" site: In this case, more energy would be generated than consumed through the plant's own renewable energy generation.

In the future, Leipzig will not only produce NIVEA brand deodorants, hair sprays and shaving foams, but also aerosol products of 8X4, Hidrofugal, and Hansaplast will be produced in Leipzig for the European market. The production center can recover and recycle valuable resources such as heat, wastewater and ethanol to a high degree. It also offers new possibilities for filling lightweight aerosol cans: to be able to handle this lighter packaging made of recycled aluminum in the production process, so-called vacuum depalletizers have been installed. They transport the lightweight empty cans in layers and particularly gently from the pallets to the production line, without damaging them.

About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products 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 (plasters and wound care) are cherished by millions of people around the world day after day. Renowned brands such as Aquaphor, Coppertone, Chantecaille, Labello, 8x4, arix, Hidrofugal, Maestro, and Florena round off our extensive portfolio in the Consumer Business Segment. Through the wholly owned affiliate tesa SE, Beiersdorf is also a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers.

The Hamburg-based company generated sales of €8.8 billion as well as an operating result (EBIT) of €1.2 billion in fiscal year 2022. 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 pursues a multi-year investment program focusing on competitive, sustainable growth. The program is consistent with the ambitious [sustainability agenda](#), with which Beiersdorf is generating clear added value for consumers, society, and the environment.

Contact

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** Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2022.*

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