

Press release

Beiersdorf launches the next generation of plasters: Educational campaign to expand knowledge about wound healing

- "Second Skin Protection" is being sold under the Hansaplast, Elastoplast and CURITAS brands.
- Professional wound care for the home: educational campaign informs consumers about wound healing.
- More than 100 years of expertise: With the next generation of wound care, Beiersdorf is taking another step toward becoming the world's best skin care company.

Hamburg, January 28, 2025 - Over 100 years ago, Beiersdorf introduced its first plaster with a wound dressing under the name Hansaplast. The company is now launching a new plaster based on advanced hydrocolloid technology. With the Second Skin Protection Plaster, Beiersdorf is offering a more professional treatment option for everyday minor wounds and educating consumers about the benefits via social media, TV and at points of sale.

Enno Martini, General Manager Global Healthcare at Beiersdorf, emphasizes the importance of this development: "At Beiersdorf, our consumers are the focus of everything we do. With the new Second Skin Protection plaster, we are not only providing more professional wound care for everyday use, but are also educating our consumers about wound healing. This next-generation plaster is another milestone in our 140-year history of elevating care for everyday minor wounds to a new level."

Advanced technology for everyday wounds

"Wounds heal best in fresh air" - this myth has persisted for decades and still influences how wounds are treated in the home. However, studies show that skin cells can grow, divide and move more easily under moist conditions, which facilitates and promotes tissue regeneration. The newly developed Hansaplast Second Skin Protection plaster puts hospital technology directly into the hands of consumers: Hydrocolloid technology absorbs wound fluid and forms a healing capsule that creates a moist wound healing environment. This not only leads to faster and better-quality wound healing, but also reduces the risk of infection and the formation of scar tissue¹.

Educational campaign on wound care

As part of the market launch of Hansaplast/Elastoplast/CURITAS Second Skin Protection, Beiersdorf is conducting a comprehensive educational campaign. The aim is to inform consumers about the benefits of moist wound healing and hydrocolloid technology, and to dispel myths. With formats like "What does advanced wound healing actually mean?" and "Ask an expert," medfluencers and experts from

¹ Nuutila K, Eriksson E. Moist Wound Healing with Commonly Available Dressings. Adv Wound Care (New Rochelle). 2021 Dec;10(12):685-698. doi: 10.1089/wound.2020.1232.

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Beiersdorf share knowledge about wound care and wound healing on social media platforms such as Instagram and TikTok. In addition, information is also provided at the point of sale in places such as pharmacies to directly help consumers select a product.

More than 140 years of experience in wound healing

In 1882, Paul Carl Beiersdorf received the first patent for the production of coated plasters. For the first time, this innovative "gutta-percha plaster gauze" made it possible to apply various medications to the skin and allow them to have an effect over a longer period of time. By 1922, the time had arrived: Plasters with wound pads were sold under the name Hansaplast for the first time. Since then, continuous improvements have been made to the groundbreaking products - from the first ready-to-use elastic wound dressings (Hansaplast Elastic) in 1932 to the first water-resistant plasters in 1953 to hypoallergenic plasters in 1968 and the launch of spray plasters in 1976. The Second Skin Protection plaster is yet another important development in the treatment of everyday wounds.

Starting in January, Hansaplast/Elastoplast/CURITAS Second Skin Protection will be gradually rolled out in several markets.

About Hansaplast

For more than 100 years, the name Hansaplast has promised fast and effective healing. And it delivers what it promises. With a wide range of products, Hansaplast treats, soothes and remedies scraped knees, back pain, foot problems and many other ailments. Hansaplast is also known around the world as Elastoplast and Curitas. It is trusted by many people in Europe and beyond. Thanks to its long experience in wound care, Hansaplast has become a reliable partner who offers the best protection for everyday injuries. The brand helps turn tears into smiles and worry into relief by continually finding better, safer and easier ways to care for injuries. In this way, it helps people to get their lives back on track. The relevance of this work is reflected in the purpose of the brand: "We've got you covered. For a life uninterrupted."

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We've got you covered. For a life uninterrupted.

About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin and body care products as well as pioneering skin research for more than 140 years. Leading international brands such as NIVEA, the world's No. 1 skin care brand*, Eucerin (dermocosmetics), La Prairie (selective cosmetics), and Hansaplast/Elastoplast/Curitas (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 out our extensive portfolio in the Consumer Business Segment. Through the wholly owned affiliate tesa SE, Beiersdorf is also one of the world's leading manufacturers of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers. The Hamburg-based company generated sales of €9.5 billion in fiscal year 2023 as well as an operating result (EBIT) of €1.2 billion. Beiersdorf has more than 20,000 employees

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worldwide. These individuals are connected by common values, a strong corporate culture, the Beiersdorf purpose Care Beyond Skin, and an ambitious [sustainability agenda](#). With this, Beiersdorf creates clear added value for consumers, society, and the environment.

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



Further information can be found at www.beiersdorf.de.

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