

STOP THE WATER WHILE USING ME!

ALL NATURAL
COSMETICS



Beiersdorf acquires the natural cosmetics brand STOP THE WATER WHILE USING ME! The Hamburg-based brands join together to pursue their shared sustainability mission

Dear Friends of STOP THE WATER WHILE USING ME!,
Effective immediately, the Hamburg-based natural cosmetics brand STOP THE WATER WHILE USING ME! is collaborating with Beiersdorf and therefore operating as an independent company within the Hamburg-based skin-care company's brand universe. "We will certainly continue to independently promote resource protection and sustainable consumption and to espouse our purpose – protecting, saving and donating water, the resource on which our very survival depends," said Nina Witt, CEO of STOP THE WATER WHILE USING ME! "We truly believe that every idea, no matter how small, can have a substantial impact. The declared aim of our new partnership is to transform these ideas into a reality even more quickly and thus maximize our overall impact. The underlying idea of our collaboration is to create a win-win-win solution that benefits all sides: both partners, but also the environment." To carry out this mission, we are planning – as part of regular think tanks – to create joint sustainability initiatives and solutions for sustainable consumption.

STOP THE WATER WHILE USING ME! was founded in 2011 by Stefan Kolle, co-founder of the advertising agency Kolle Rebbe, in collaboration with Kaya-Line Knust. Since then, the brand's declared mission has been to highlight the importance of protecting our resources. The brand has achieved a number of things since then. "We revolutionized the hotel market by offering the first refillable natural cosmetics. With 'Waterless,' we developed the first non-water piece products and promoted the use of innovative 'waste-to-value' ingredients. We teamed up with our community to advocate water protection and donated 22 million liters of water to our initiative GOOD WATER PROJECTS," explained Nina Witt. The focus of 2020 is on impact: The aim is to make the complete product range and the entire company carbon neutral by the end of the year. In addition, the brand's vision is to become carbon positive by the end of 2021, the foundation for which was laid in recent years. The partnership is intended to maximize the speed of these sustainable processes – both on the part of STOP THE WATER WHILE USING ME! and Beiersdorf.

Beiersdorf also believes that we can make a difference through this collaboration. "Sustainability is a top priority at Beiersdorf. That is why we are thrilled that Beiersdorf is partnering with this strong purpose driven brand and its highly dedicated team. We want to support STOP THE WATER WHILE USING ME! in pursuing its vision as an independent brand. At the same time, we will bring together our combined expertise, beliefs and talents in increasing our sustainable contribution for our consumers and the environment," said Iain Holding, General Manager of Beiersdorf Germany/Switzerland.

Nina Witt added: "We will continue to produce pure natural cosmetics, expand our maximally sustainable line of piece products, loudly and boldly spread our message and donate 1% of our sales to water protection projects. We will now have an opportunity to do all of these things at a much broader level."

If you have any questions about the collaboration between STOP THE WATER WHILE USING ME! and Beiersdorf, please contact us at any time or speak directly with:

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About STOP THE WATER WHILE USING ME!

Water is life. Nonetheless, it is polluted, wasted and inequitably distributed every day. STOP THE WATER WHILE USING ME! is the world's first form of natural cosmetics care that appeals to consumers to protect water. Our clear mission: Protect, save and donate water. In carrying out this mission, we continuously develop products with a message, a message that encourages people to pause during their daily lives, rethink the status quo – and change it. Our multiple-award winning series of care products can be found today in more than 150 design hotels and 350 stores around the world. Our range comprises products that are used daily to care for the skin, hair and teeth – all based on sustainable, biodegradable essences and oils.

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 around 20,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of over €7.2 billion in fiscal year 2018. The Beiersdorf product portfolio comprises strong, leading international skin and body care brands including NIVEA – the world's largest skin-care brand* – Eucerin, Hansaplast, and La Prairie. Millions of people around the world choose Beiersdorf each day for its innovative, high-quality products. Other renowned brands such as Labello, Aquaphor, Florena, 8x4, Hidrofugal, arix, Maestro and Coppertone round off our 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, 2018.