

PRESS RELEASE

Beiersdorf and bubbles & beyond announce collaboration

Broad partnership for the development of cosmetics and skin care

Hamburg / Leipzig, Germany, August 25, 2009 – Beiersdorf and bubbles & beyond announced today that both companies have closed a broad partnership under which the leading international brand company and the Leipzig-based start-up will develop cosmetics with unique properties for the thorough, but gentle cleansing of skin and hair.

bubbles & beyond specializes in the development of innovative liquids, emulsions and foams. These substances function like a liquid sponge, enabling the gentle, but efficient cleansing of sensitive surfaces. In the context of a feasibility study and pilot period, both partners have already developed a solvent-free nail polish remover together.

„Part of our Open Innovation Philosophy is to leverage the innovative potential of external collaboration partners to jointly develop the best products for our customers,” said Prof. Dr. Klaus-Peter Wittern, Head of Beiersdorf’s Research Center. “Our success is based on products which are innovative, truly beneficial and address consumer needs. The knowledge and expertise of our more than 450 inhouse scientists combined with the flexibility and innovation of a start-up like bubbles & beyond provide us with excellent opportunities.”

„Beiersdorf is our partner of choice to prove the broad application potential of our technology and of our capabilities in the field of environment friendly, gentle chemistry, “ added Dr. Rainer Surkow, Managing Director of bubbles & beyond. “Above all, the collaboration allows us to extend our expertise to consumer goods – an area where we can benefit from Beiersdorf’s outstanding track record.”

About Beiersdorf AG

Beiersdorf AG is a cosmetics company headquartered in Hamburg, Germany, that employs just under 22,000 people worldwide and that generated sales of €5.97 billion in 2008. The company has been listed in the DAX since December 2008. Its flagship NIVEA brand is the world's largest skin and beauty care brand.* Other names in its internationally successful brand portfolio include Eucerin, La Prairie, Labello, 8x4, and Hansaplast/Elastoplast. The affiliate tesa SE is one of the world’s leading manufacturers of self-adhesive product and system solutions for industry, trade, and consumers. Beiersdorf has more than 125 years’ experience in skin and beauty care and stands for innovative and high-quality products.

* Source: Euromonitor, "Skin and Beauty Care Products excluding Scents and Hair Dyes by Sales, 2008"

Further information:

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About bubbles & beyond

bubbles & beyond is a technology company founded in 2006 in Leipzig, Germany. The company focuses on the development of innovative liquids and foams which are superior to available products regarding their tolerability, purity and efficacy or open up novel application possibilities.

Specific application areas for these novel products cover industrial applications (construction chemistry, surface cleaning) as well as healthcare and lifestyle (cosmetics, medical technology, entertainment / toys).

bubbles and beyond's product portfolio includes highly efficient, environment friendly cleansers and foams for industrial purposes.

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