

EN

ENGLISH  
VERSION

# Beiersdorf

IMPORTANT  
INFORMATION  
FOR OUR  
STUDY PARTICIPANTS

## Beiersdorf **Study Center**



The secret to our success is boundless passion for our products. For almost 140 years, Beiersdorf has stood for innovative, high-quality skin and body care.

## Skin care is very close **to our heart**

We are a global company with more than 170 affiliates worldwide. More than 1,400 employees in our research and development area do their best to maintain and enhance the high quality of our skin care products, as well as our consumer's trust in our skin care products. Beiersdorf focuses on the care and development of consumer-oriented brands in skin and beauty care. We are one of the leading players in developing new test methods.



# Our **brands** enjoy universal trust from customers all over the world

Our internationally successful brands are tailored to consumers' individual wishes and needs, as well as to regional demands. Continually developing our brands further is the secret of being especially close to our consumers and markets.

The NIVEA brand itself enjoys consumers' trust in almost all countries around the world. It is one of the world's largest and most successful skin care brands. NIVEA stands for trust, comfort and reliable care for all skin types. For many of us, NIVEA elicits the scent of our childhood.



## New active ingredients need to be sustainable.

Sustainability for us means focusing on reinforcing our ability to react to changes and to become a future-oriented company. Our packaging lowers our eco-footprint and enables us to be future-oriented. We protect resources and operate in an energy-efficient way. As a company, we want to provide an effective impulse for our environment, our society and our consumers.

That is why we have set our goals for 2020+ with a wide-ranging agenda to be realized by 2025.



CLIMATE FORESTS WATER

... even our research labs are turning green.

As a **study participant**,  
you contribute to our success



A product meets our high-quality standard only if it is well tolerated by the skin, smells good, is suitable for every skin type, pleasant to use and has excellent efficacy.

At our Study Center in Hamburg, we conduct scientific studies with the help of study participants. Product-related statements that you see in advertisements or on product packaging are based on the findings obtained from our studies regarding the tolerability and efficacy of our products, which you then perceive on your skin.

Participating in our studies, our participants make a vital contribution to our company's success, which is based on the high quality, excellent tolerability and efficacy of innovative products.

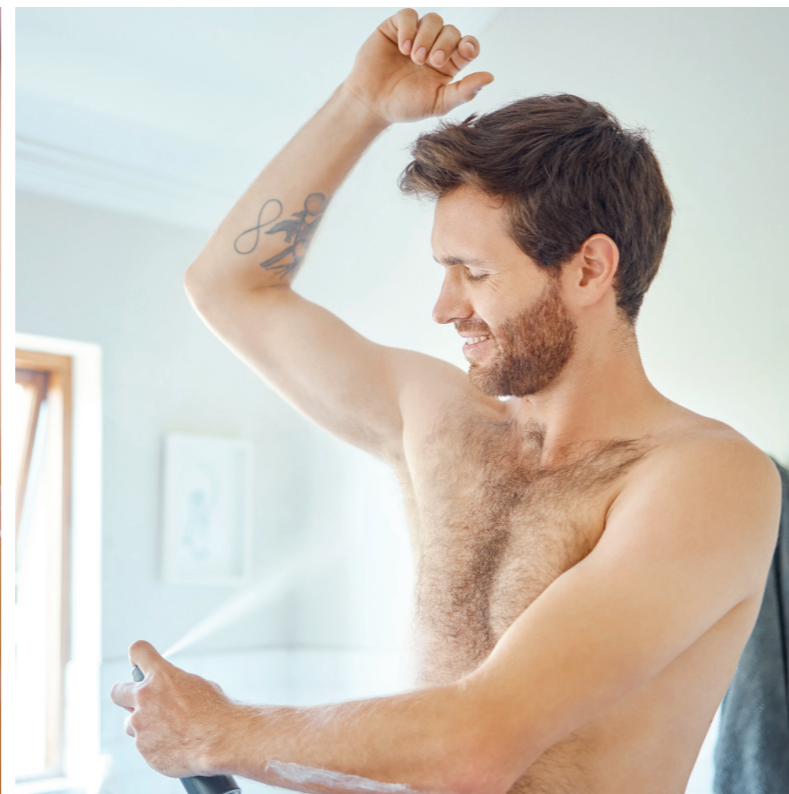
# Testing product performance



At our Study Center, we primarily test the performance of products in various categories. The spectrum of our products ranges from moisturizing or calming lotions and cleansing milk to deodorant roll-ons and sprays, from sunscreen products and self-tanning products to wrinkle-reducing and cell-renewing creams.

Our product categories:

- face care
- dermocosmetic care for demanding and sensitive skin
- deodorants and antiperspirants
- cleansing care (facial cleansing, shower products, wash oils, in-shower body lotions)
- body care and sun protection



Together with our study participants, we conduct studies on tolerability and efficacy of our various products.

The study participants are selected based on the target group needed for the product.

**Our aim is to develop  
customized products.**

## Study designs – for which we work with study participants

Participating in our studies make a vital contribution to our company's success, which is based on the high quality, excellent tolerability and efficacy of innovative products.

Efficacy studies are performed on the arms and face, tolerability studies on the body and face.

In short-term moisturizing studies, we determine, for example, the skin moisturizing effect of lotions after a single application; for deodorants and antiperspirants, we measure the odor-reducing or sweat-reducing effect after a defined period of application.

In studies focusing on demanding and sensitive skin, we investigate relief of redness and itching.



# The Study App

With this pilot project we are paving the way for the future.

We are testing digital study participation – so that in future we can exchange study information, conditions of participation and other data in a modern, digital and direct way with each other.

**Our Study App is a smartphone application (Android- & iOS systems) for our study participants.**

The Study App stands for:

- involvement of young and young-at-heart study participants
- paperless and always available study regulations
- less communication by phone
- study participation from home and from anywhere
- product evaluation with online questionnaire

In simple terms, for you as a study participant, this means quick and mobile participation in cosmetic studies. At the same time, the regular flow of information via the App is considerably simplified.



fascinating



modern



uncomplicated

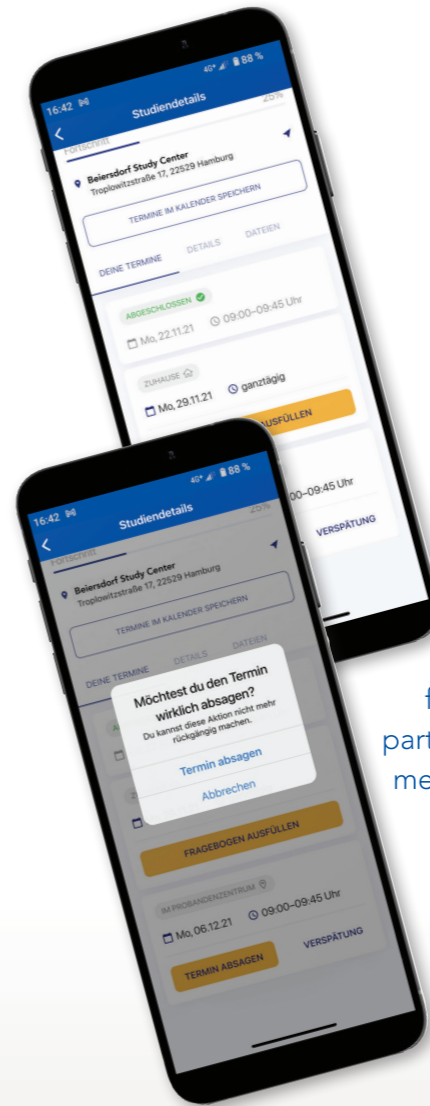


flexible

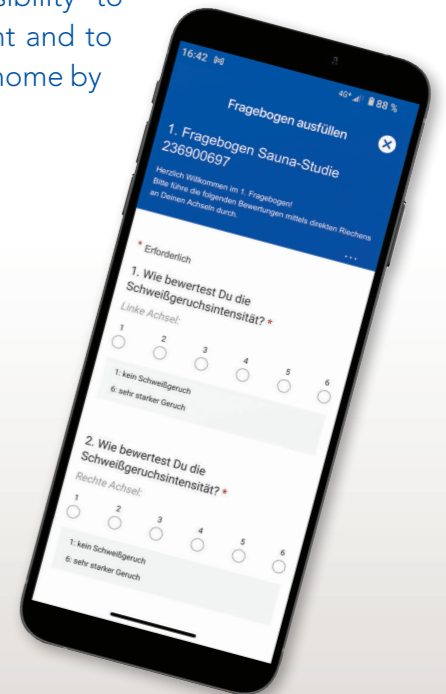


digital





With the App it is possible to arrange and coordinate study appointments – cancelling or rescheduling appointments can also be done via the App. We will inform you about new or current studies easily with push messages. In addition, the App offers the possibility to find out about study content and to participate in studies simply at home by means of a questionnaire.



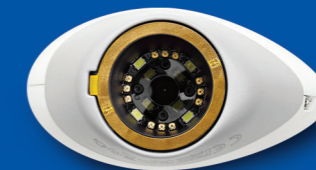
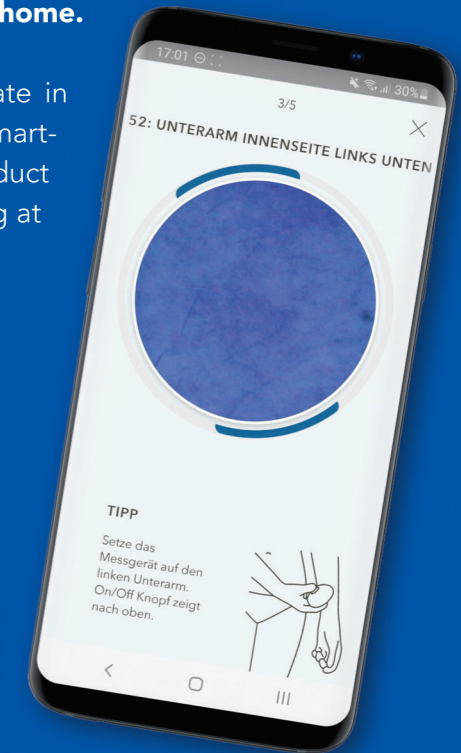


studies@  
home

Testing  
cosmetics  
@home

Since 2021, we have been offering a completely new study design in addition to our studies at our Study Center: studies@home.

Regardless of where you live, you can easily participate in studies at home. A measuring device, an App for your smart-phone, one or more cosmetic products and the product testing and measuring, and you're all set to start testing at home...



studies@  
home

You are  
suitable if you:

## Measuring device and App – that's how easy testing **at home** is

For our new studies@home study designs, we have developed a highly innovative, compact measuring device and an associated App that determines defined skin conditions based on various criteria.

Its use is very simple. To record individual measurement data, all you need to do is hold the measuring device lightly on the skin test site. Using a series of steps, the system automatically guides you through the application. For taking measurements and entering individual data, you are guided via the App on your smartphone.

The App can be easily downloaded from the AppStore or Google PlayStore.

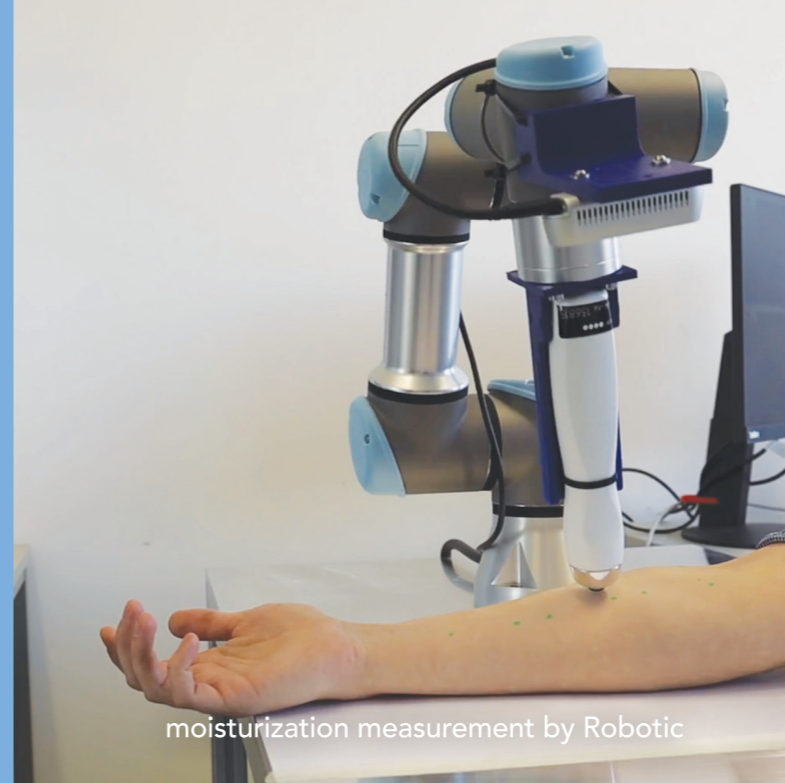
For our studies outside the Study Center in Hamburg, we are always looking for suitable study participants nationwide.

- are interested in cosmetic products.
- have no previous experience of participating in cosmetic studies for Beiersdorf.
- are between 18 and 65 years of age.
- are not shy about using modern technology / are interested in digitalization.
- have the time and desire to participate in the innovative development of cosmetics.



# Innovative measuring methods

Our Research and Development team has developed an innovative method by which UV protection on the skin is made visible and measurable. Using this method, we can show the amount of applied sun product needed to achieve optimal protection.



moisturization measurement by Robotic

Robotics are an essential part of all considerations in the area of automation of processes and procedures. In the future, we must and will have studies in which study participants are measured by a robot. A first step in this direction was our pilot study in which we used a robot as a measuring system.

We are already working on the automation of various measurements and would like to gradually combine some measurement systems with Robotic in order to continue to meet the requirements of the future.



live



UV protection visible

We use the modern PRIMOS system (Phase-shift Rapid in Vivo Measurement of the Skin) to measure wrinkle depth or skin roughness. Silicone skin imprints are used to represent the surface structure of the skin and then measured topometrically, allowing us to demonstrate the skin smoothing efficacy of a product. This technology, developed by Beiersdorf, has now become a global standard.



Primos

Anyone from 18 to 65 years of age can become a study participant at Beiersdorf, and in exceptional cases, starting from the age of 16 with parental consent.

## How to become a study participant

Requirements or eligibility criteria are general good health and healthy undamaged skin on the test sites used in our studies, such as the inner forearms and face. This will be determined in an initial medical check-up at our Study Center or in an online check-up with a general practitioner.

General exclusion criteria:

- pregnancy and breast feeding
- malignant tumors
- chronic cardiovascular disorders / diseases, chronic disorders related to metabolism or the immune system
- alcohol and drug abuse
- simultaneous participation in studies at other test institutes

If you are interested in participating in a study at our Study Center, we would be pleased to hear from you. Contribute to our success with your measurement results.





## Close to consumers

Being close to consumers is fundamental to our product development. We continually develop our product evaluation and consumer research to better understand our consumers' needs.

At our research center in Hamburg, as well as in our global regions, we regularly speak to and survey consumers regarding usage habits and expectations, which are then analyzed and followed up on. For so-called observational studies, we use specifically designed bathrooms at our Study Center in Hamburg.

By staying close to our consumers, we can obtain valuable insights into how we can optimize our products and their packaging and how our products can be created for tactility, appearance and pleasure to use.

Specially trained staff and study participants participate in standardized testing procedures in which they analyze and describe the properties of creams and lotions, for example, during and after application.

It is of utmost importance that our products are of consistently high quality worldwide and that they meet the needs of consumers in various regions. That is why we regularly invite consumers to assess our products.



Beiersdorf

Beiersdorf AG  
Forschungszentrum

## No health risks for study participants

We guarantee absolute safety of our products, using a careful multi-level testing method, thus eliminating incompatibilities as far as possible. Only then do we test in our study participant studies, to see if the product has the efficacy discovered by researchers and development experts in the laboratory. This takes place under controlled conditions. In any case, prior to each study, you will be informed about general and study-specific risks which might only rarely occur.

All study participants will be thoroughly examined by a doctor and asked questions in advance to exclude any possible risks. Each study at our Study Center is conducted according to the Declaration of Helsinki ([https://en.wikipedia.org/wiki/Declaration\\_of\\_Helsinki](https://en.wikipedia.org/wiki/Declaration_of_Helsinki)), which regulates basic ethical principles for medical research involving human subjects.

# Your study participant identification card

Your identification card is a very important document. It will be issued on the same day you receive confirmation to participate in our studies, after your initial check-up. Your photograph will be taken for the ID and your contact details provided via telephone will be checked for correctness.

The identification card contains your personal study participant number and identifies you as study participant at our Study Center. You should always have your identification card on you when participating in a study and always keep it in a safe place.





## Becoming a study participant... and winning over study participants

We are always looking for new product testers for our cosmetic products. If you meet the requirements, you will contribute to our success with your test and measurement results. We look forward to hearing from you!

If you have any questions, please call our service team. We are available for you from Monday to Friday from 8 a.m. to 6 p.m.

**Phone: +49 40 4909 5600**

You can also send us your contact details by email. We will then get in touch with you.

Email: [studycenter@beiersdorf.com](mailto:studycenter@beiersdorf.com)

Up-to-date information about news or projects can also be found on Instagram and our website. Feel free to have a look at our pages:

 [beiersdorf\\_study\\_center](https://www.instagram.com/beiersdorf_study_center)

 <https://study-center.beiersdorf.de>

**Study Center – We develop impactful Skincare Innovations that touch people's lives.**



# Study participation

Depending on each study, we have special eligibility criteria for study participants regarding age, gender and skin type. These and other requirements are regularly checked during the medical examinations, which can even be conducted online, and noted in our study participant pool, enabling our staff to find potential participants in a quick and uncomplicated way.

The process for an initial interview or planning a study is as follows:

We will arrange an appointment with you via our call-center service team. In advance, a declaration of consent, release of medical confidentiality and a data protection declaration, together with a medical questionnaire, will be sent to you.

1

You send the completed and signed documents to a GDPR-compliant and medically confidential email box (as mentioned in the previously received info letter). Our medical staff checks the completeness and then sends a link for you to participate in a Teams interview.

2

Prior to the start of the appointment, our medical staff checks the anamnestic data of the questionnaire and, in the case of repeat study participants, compares the existing documents.

3

There will be a detailed conversation via video call about existing illnesses, medications and/or therapies. Of course, everything is documented according to data protection regulations.

4

Finally, our medical staff assesses and discusses your study suitability. Everything is transferred to the Beiersdorf documentation system.

5

In this way, our employees can quickly and easily identify people suitable for participating in the study.

Should you be considered suitable for a study, you will be contacted and asked whether you have time and would like to participate in the study.

If you agree to take part, you will once more receive information about the study by mail or email prior to the beginning of the study. This contains the declaration of consent, information on compliance with data protection regulations and detailed information on the current study, as well as your personal study schedule.



## The **first study day**

First of all, you log in with your study participant identification card at the terminal at our Study Center. On each floor you will find log-in terminals with touchscreens. Your terminal is on the floor mentioned in your information letter. There you will receive further information about the study room, etc.

If you have any questions, our staff members at the information desk will be pleased to help you anytime.

For many studies, a certain time period for acclimatization of your skin is necessary. This means your skin has to adapt to the humidity and temperature at our facilities, which are exactly the same as under study conditions.

During this time, you have the possibility to carefully read through the declaration of consent and then sign it. To make waiting pleasant, soft drinks, a fruit basket and a selection of mini products of our product range are provided, as well as free Wi-Fi.



To ensure a quiet atmosphere during waiting, we kindly ask you to keep your mobile phone on "mute". Smoking and consuming caffeinated beverages are not permitted at our Study Center.

# Study regulations are important

Punctuality, conscientiousness and reliability are key factors with which you can contribute to the success of a study. Late arrival and unexcused absence often make it impossible to comply with the very tight schedule of our studies and in worst case, make the entire test findings unusable. In some cases, this can lead to excluding you from the respective study.



Therefore, please plan sufficient time for coming to the Study Center. Contact us on **+49 40 4909 5600** as early as possible if you are sick or have other reasons for not attending study schedules. Careful compliance with study instructions (e.g. applying cream – where, when, how often...) is essential.

Please make sure that you inform us immediately about changes of any kind such as change of address or residence, change in bank details or if you have any other concerns.

You are also welcome to use the usual phone number: **+49 40 4909 5600** or email **studycenter@beiersdorf.com** for this purpose.

**Sorry, but we are not able to provide childcare.**

Unfortunately, our facilities are not equipped for childcare, meaning your children cannot be brought along to the Study Center. Thank you for your understanding!

# The final study day

We are also interested in learning about your feelings during the study. In addition to measurements and assessments by experts, we would like to ensure that our consumers can actually experience the test results in everyday life. To this end, our self-assessment questionnaires provide us with your subjective assessments.

This is why you will often receive a questionnaire during or at the end of the study in order to tell us about your own experience with the product during the course of the study.

Research & Development  
Self-assessment of Skin Condition (Pa  
Order No.: 45477: 45477-10 and

Point in time	t0
Self-assessment of skin condition (face)	x

**Skin condition**  
t0 (baseline) and t1 (3 weeks) and t2 (4 weeks)  
Self-assessment of facial skin condition for 45477-10 and

**Skin Oiliness** Please rate the skin feel regarding the oiliness of the T-zone of your face (forehead, nose area to the chin).  
 1  2  3  4  5  6  
Extremely oily

**Skin Shines** Please rate the shine of your facial skin. Please rate your skin with respect to shine (please use a mirror).  
 1  2  3  4  5  6  
Extremely shiny

**Pores** Please rate the pores of your facial skin. Please rate your skin with respect to pore structure, large pores.  
 1  2  3  4  5  
Very coarse pore structure, large pores





## Financial **compensation** and more

As a study participant, you normally receive financial compensation after completing a study. These are fixed rates which depend on the effort involved in the study. Basically, you will be required to declare this income yourself for tax purposes.

Unexcused absence or non-compliance with the study instructions can lead to a reduction in, or the withholding of, financial compensation, in some cases, even to exclusion from the study.

In addition to your financial compensation, you as a study participant are a significant part of a bigger whole – our product development. You will get to know new things and get a glimpse behind the scenes of our product development.



## Data Protection

With the declaration of consent, which you carefully read and sign prior to each study, you will receive information about the processing, storage and archiving of your personal data. We can assure you that your data will be treated with absolute care and in compliance with the current data protection regulations.

We aim to ensure the well-being of our study participants at all times and treat your personal data with the utmost care, meaning our employees and commissioned third parties comply with the legal requirements. Prior to each study, for example, we obtain a declaration of consent from our participants. For more information, please refer to our data protection guidelines.



# Beiersdorf

## Beiersdorf Study Center

Beiersdorfstraße 7

22529 Hamburg

Phone: +49 40 4909 5600

<https://study-center.beiersdorf.de>

Email: [studycenter@beiersdorf.com](mailto:studycenter@beiersdorf.com)



[beiersdorf\\_study\\_center](#)

Study Center – We develop impactful Skincare Innovations that touch people's lives.

Underground U2: Osterstraße stop

Bus No. 20/25: Kottwitzstraße stop

Bus No. 113: Wiesingerweg stop

Car: free parking in our car park during your scheduled study period

### Imprint (Status 08/2023):

#### Beiersdorf AG

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20245 Hamburg  
Phone: +49 40 4909 0

#### Executive Board:

Vincent Warnery (chairman), Oswald Barckhahn,  
Astrid Hermann, Nicole Lafrentz, Grita Loeb sack,  
Ramon A. Mirt, Patrick Rasquinet

#### Chairman of the Supervisory Board:

Prof. Dr. Reinhard Pöllath

**Register and register number:** Registergericht Hamburg, HRB 1787

**VAT number:** DE 118 513 961

For further information relating to data processing, please see the declaration of data protection (section: "Contacting Us"/Communication/Cooperation) on [www.beiersdorf.de](http://www.beiersdorf.de)

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## Study Center –

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