



10 YEARS NEWSLETTER – A LOOK BACK

At the start of the new year, we would like to take you along on a journey of change and transformation. To do this, we will take a look at the development of our newsletter over the past 10 years, during which time a lot has changed – not only the name and content, but also the layout. The journey begins...

Our newsletter over the course of time

2014

Our issues 10 years ago – back then still "Proband aktuell". We passed a lot of new information to you via our newsletter.



In 2018 we changed our name – our newsletter became “Proband im Fokus”. With the new name we made our topics into your topics. It was important to us to emphasize your contribution to the development of our new innovative cosmetic products and to communicate this to you. We saw this as a thank-you for your cooperation and still value it greatly. Without you we would not be able to further develop our innovative products or continue to develop new cosmetic products.

2018

Proband im Fokus Beiersdorf

20 JAHRE NIVEA GESICHTSPFLEGE MIT Q10
... was ist Q10 eigentlich?

2018

PROBAND IM FOKUS Beiersdorf

FUTURE TESTING – DER NAME IST PROGRAMM, WIR TESTEN KONZEPTE FÜR DIE ZUKUNFT

2022

In 2022, “Proband im FOKUS” appeared in a new layout: the layout became clearer, more NIVEA-like. We were already presenting programs in it that heralded the age of digitalization.

innerCircle Beiersdorf

NEUES JAHR NEUER NAME NEUE WEBSITE

2023

Finally, the year 2023 began with a new name: “innerCircle”, along with a completely new layout. The reason for this was that we were no longer using the term “Proband”. “Study participant” is more meaningful and more accurate. This means that not only was the name of the newsletter rebranded, but also our test center, which changed its name to “Study Center”.

The journey into the digital age has long since begun and you are an important travelling companion! We will take you on a journey through the development of the Study Center and give you insights into an exciting process – the continuous change that both our processes and yours are subject to in the Study Center. For us, this process towards more digitalization is called „digital testing“. You are an important part of our team, you are very welcome and please stay curious, because we are counting on you!

In future issues of our newsletter “innerCircle”, we will accompany the leap into the digital age at the Study Center for and with you – characterized by changes that bring with them both human and technical challenges. In a series of issues, we will also show you relevant new processes, such as registering as a study participant via our website, <https://study-center.beiersdorf.com>, along with independent data updating, study planning and much more.

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

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