

Products

We incorporate sustainability criteria into our product development and actively engage with our consumers to help them live more sustainably. By doing so we improve our environmental impact, strengthen our brands and our relationship with our consumers.

Key areas of focus



Raw Materials



Packaging



Consumer Engagement

[+ Read more about our product engagement](#)



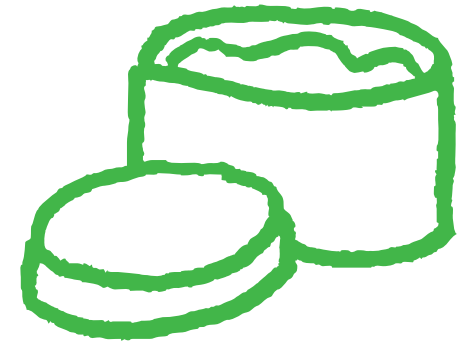
17%

reduction of packaging,
saving nearly 5 tons of
cardboard per year

Products Key facts

Our 2020 commitment

Generate 50% of our sales from products with a significantly reduced environmental impact. (Basis 2011)



What we did in 2013

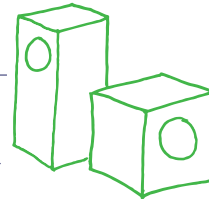
- Conducted a life-cycle analysis for our NIVEA Face Care range.
- Started collaborative eco-design project to improve the sustainability performance of our formulas.
- Covered 100% of the palm base in our raw materials with GreenPalm certificates.*

*excluding Beiersdorf Hair Care China



How we performed in 2013

9 tons



FLORENA: Reducing use of folding boxes across our entire range, saving nine tons of cardboard a year

10 tons

NIVEA MEN SKIN ENERGY: Reduced height of folding box thus saving some ten tons of cardboard per year

Targets for 2014

- Further improve the environmental impact of our NIVEA Face Care range.
- Further develop our modular life-cycle approach.
- Start to involve consumers in 'NIVEA cares for family' – NIVEA's social commitment.

Interim targets to 2020

- Replacing polyethylene particles in all products by the end of 2015.
- Aiming to source all palm based raw materials through RSPO certified supply chain systems by 2020.