

## Press Release

### **Strategic partnership with Vincere Biosciences: Beiersdorf continues to invest in innovative strength**

- Joint development of new, innovative skin care solutions planned
- Focus on mitophagy to promote cell health and combat skin aging
- Collaboration combines Beiersdorf's coenzyme Q10 expertise with Vincere's research on enzyme USP30 for pioneering solutions

**Hamburg/Cambridge, May 22, 2025** - Beiersdorf is making a strategic investment in Vincere Biosciences. Together with the Cambridge, Massachusetts-based biotechnology company, Beiersdorf plans to develop new solutions for skin care. The partnership aims to translate scientific findings on cell health and rejuvenation into innovative skin care products.

"This partnership is a further step in our long-term strategy," explains Dr. Gitta Neufang, Chief R&D Officer at Beiersdorf. "With this investment we underline our commitment and our leading role as skin experts and innovators in the field of skin care. This strategic partnership will allow us to uncover new regulatory mechanisms in skin biology that are key to advancing cosmetic solutions. Meaningful advancements require a deep understanding of skin biology first. We look forward to working with the Vincere team," says Neufang.

A key aspect of the collaboration is mitophagy, the process by which damaged mitochondria in cells are broken down. This process is important for cell health and plays a pivotal role in skin aging processes. Beiersdorf brings to this partnership its wealth of experience in research on coenzyme Q10, an endogenous molecule and antioxidant essential for cell vitality and mitochondrial health. Since the introduction of Q10 in skin care products with NIVEA in 1998, Beiersdorf has played a pioneering role in the development of effective active ingredients in cosmetics.

Vincere Biosciences focuses on the development of molecules that inhibit USP30 (ubiquitin-specific protease 30), an enzyme that blocks the removal of damaged mitochondria. Inhibiting USP30 promotes mitophagy, which could potentially have a positive impact on neurodegenerative diseases such as Parkinson's.

"We are very excited to collaborate with Beiersdorf, a company that is at the forefront of active ingredient cosmetics thanks to its long-standing research expertise in skin biology and rejuvenation," says Dr. Spring Behrouz, CEO of Vincere Biosciences. "Mitophagy is one of the body's most powerful tools for cellular renewal. This collaboration also highlights the broader potential of Vincere's USP30 pipeline across age-related disorders beyond our primary focus on halting Parkinson's disease. It's incredibly meaningful to see rigorous science translated into real world impact with a partner so committed to innovation."

## About Beiersdorf AG

Beiersdorf has stood for innovative skin care and pioneering skin research for over 140 years. The company headquartered in Hamburg, Germany, employs more than 22,000 people worldwide. In the fiscal year 2024 Beiersdorf generated sales of €9.9 billion and an operating result (EBIT excluding special factors) of €1.4 billion. Leading international brands such as NIVEA (the world's no. 1 skin care brand\*), Eucerin, La Prairie, and Hansaplast are cherished by millions of people around the world every day. Renowned brands such as Aquaphor, Coppertone, and Chantecaille complement the extensive portfolio in the Consumer Business Segment. Through its wholly owned subsidiary tesa SE, Beiersdorf is a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers. Guided by the purpose 'Care Beyond Skin', Beiersdorf pursues an ambitious sustainability agenda with the target to achieve Net Zero emissions by 2045 and aims to champion a more inclusive society.

Additional information can be found at [www.beiersdorf.com](http://www.beiersdorf.com).

\* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2023

## About Vincere Biosciences

Founded in 2018, Vincere Biosciences is developing mitophagy enhancing therapeutics for neurodegenerative and other age-related diseases. The company integrates proprietary computational tools with deep biological expertise and rational drug design strategies. Vincere is the Latin word for "to win," a constant reminder of the mission to defeat age-related decline.

For more information, visit [www.vincerebio.com](http://www.vincerebio.com).



[LinkedIn](#)

[Instagram](#)

[YouTube](#)

## Contact

Corporate Communications

Tel.: +49 40 4909- 2001

E-mail: [cc@beiersdorf.com](mailto:cc@beiersdorf.com)