



# PRESS RELEASE

## Global Shea Alliance Welcomes Beiersdorf AG

**May 15, 2020, Accra, Ghana** – The Global Shea Alliance (GSA) is pleased to announce Beiersdorf AG, a Hamburg-based company, as a member of the Alliance. Beiersdorf AG has also signed up as a GSA Sustainability Partner.

Beiersdorf AG, owner of NIVEA, is a leading provider of innovative, high-quality skincare products and has over 135 years of experience in this market segment.

*“We are delighted to have Beiersdorf AG onboard! GSA appreciates your commitments to sustainable practices and quality standards that furthers industry development and improves the livelihood of women collectors and processors. We believe that having Beiersdorf AG as part of GSA is one step forward at strengthening the network of industry stakeholders. We truly look forward to an exciting partnership!”*  
- Marico Badie - President, GSA

*Head of Environmental Sustainability, Dorle Bahr, Beiersdorf AG, stated: “Joining the GSA is a strategic business decision for Beiersdorf AG, which fits perfectly into our sustainability agenda which is focused on demonstrating care and responsibility to the people in our supply chain and the environment.”*

### About Global Shea Alliance

The GSA is a non-profit industry association with 500 members from 35 countries including women's groups, suppliers, non-profits, producer national associations, affiliate members, brands and retailers. Through public-private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics.

For more information please visit: <https://www.globalshea.com/>

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### About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skincare products and has over 135 years of experience in this market segment. The Hamburg-based company has approximately 20,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of more than 7.2 billion euros in fiscal year 2018. The Beiersdorf product portfolio is characterized by

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strong, globally leading skincare and personal care brands such as NIVEA – the world’s number one skincare brand – Eucerin, Hansaplast, and La Prairie.  
<https://www.beiersdorf.com>

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