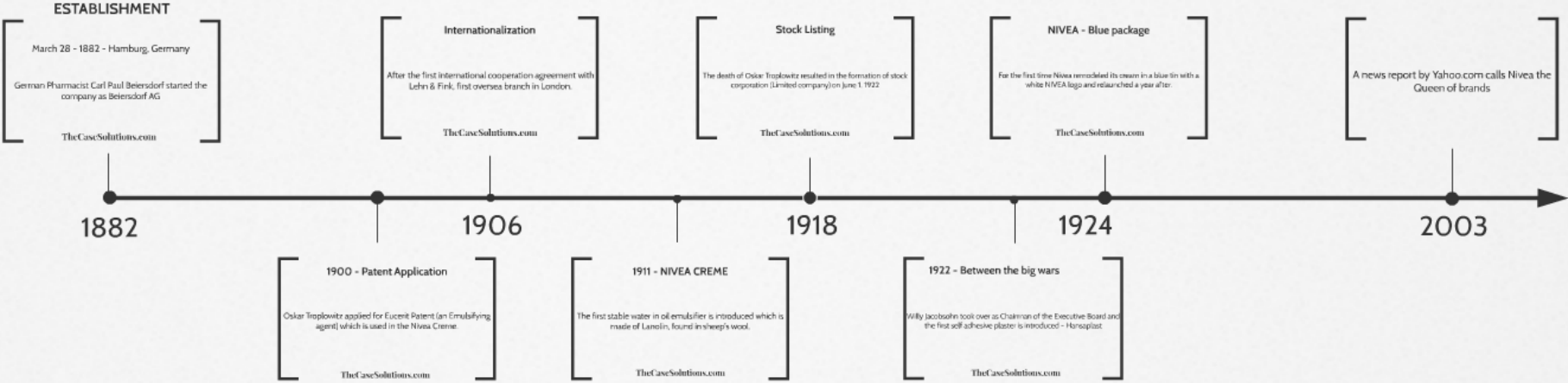
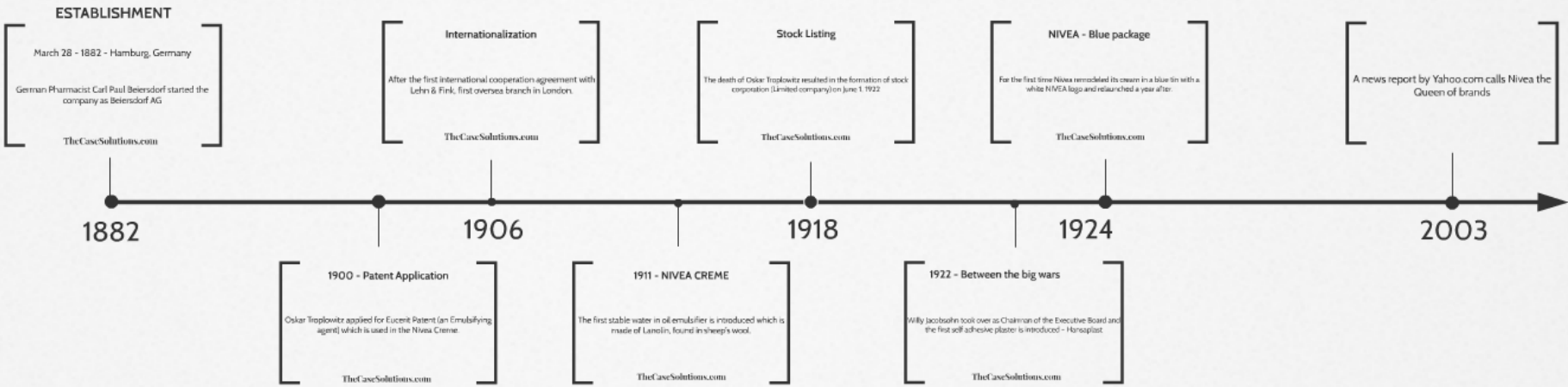


NIVEA



Willy Jacobsohn and Beiersdorf: Managing Expropriation and Anti-Semitism Case Solution

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ESTABLISHMENT

March 28 - 1882 - Hamburg, Germany

German Pharmacist Carl Paul Beiersdorf started the company as Beiersdorf AG

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1900 - Patent Application

Oskar Troplowitz applied for Eucerit Patent (an Emulsifying agent) which is used in the Nivea Creme.

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Internationalization

After the first international cooperation agreement with Lehn & Fink, first oversea branch in London.

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1911 - NIVEA CREME

The first stable water in oil emulsifier is introduced which is made of Lanolin, found in sheep's wool.

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Stock Listing

The death of Oskar Troplowitz resulted in the formation of stock corporation (Limited company) on June 1, 1922

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1922 - Between the big wars

Willy Jacobsohn took over as Chairman of the Executive Board and the first self adhesive plaster is introduced - Hansaplast

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NIVEA - Blue package

For the first time Nivea remodeled its cream in a blue tin with a white NIVEA logo and relaunched a year after.

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