



PRESS RELEASE

BÖRLIND receives German Brand Award three times

(Calw, 6/10/2022) The marketing campaign around our Eye Pads gold, a co-creation with influencer Farina Opoku, and the influencer event held in September 2021 by the natural cosmetics brand ANNEMARIE BÖRLIND – Natural Beauty have received the 2022 German Brand Award in a total of three categories.

In the brand communication/influencer marketing category, the co-creation with Farina Opoku, also known as NovaLanaLove, received an award. The 360° marketing campaign around the jointly developed Eye Pads gold achieved a high reach and helped to rejuvenate the brand. The Black Forest Is Calling, the influencer event held in 2021, won two awards: in the excellence in brand strategy and creation category, and in the brand experience of the year category. The event enabled 16 influencers to have an authentic experience in the Black Forest, focusing on the brand's identity and values.

The German Brand Award is an annual industry award for brand management that has been conferred by the German Design Council in over 60 categories since 2016. The German Design Council is an independent, international body that supports companies in effectively communicating their design expertise.

At the awards ceremony on June 9, 2022, in Berlin, Head of Communication Katrin Stockinger accepted the awards. "We are proud to have received such a special award in three categories. This confirms our consistent, logical brand management, which has a sustainable impact," emphasized Stockinger.

About ANNEMARIE BÖRLIND

A family-run company located in Germany's Black Forest, Börlind was founded in 1959 and is one of the world's leading manufacturers of natural cosmetics today. Now the company is run by siblings Nicolas and Alicia Lindner from the family's third generation. Sustainability has always been embedded in Börlind's company philosophy. The company has more than 240 employees.

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