



Annemarie Lindner: the pioneer in natural cosmetics has died

(Calw, February 22, 2016) Annemarie Lindner, the founder of Börlind GmbH, died during a holiday on 18 February at the age of 95.

Shortly after the war, her own skin problems led Annemarie Lindner to train as a beautician, produce natural cosmetics and later also sell them. Her motto was always 'I don't put anything on my skin that I can't eat.' After fleeing from the GDR, she founded Börlind Gesellschaft für kosmetische Erzeugnisse mbH together with her husband and her business partner Hermann Börner in Calw in the Black Forest.

With determination, diligence and great entrepreneurial skills, she succeeded in establishing the company and its brands ANNEMARIE BÖRLIND – Natural Beauty and DADO SENS Dermacosmetics on the market and making them a global triumph.

At the end of 1985, Annemarie Lindner officially retired and handed the company reins to her son, Michael Lindner. In 2015, his son Nicolas Lindner joined him in the management team. Together with Alicia Lindner, he represents the third generation of the family to be involved in the company. The date of the funeral has yet to be determined.

Press contact:
Börlind GmbH
Silva Imken
Head of Press and Public Relations
T: +49 (0) 7051 6000-959
s.imken@boerlind.com

BÖRLIND GmbH
www.boerlind.com
T +49 (0) 7051.6000-0
F +49 (0) 7051.6000-60
mail@boerlind.com

DADO-cosmed GmbH
www.dadosens.com
T +49 (0) 7051.590-93
F +49 (0) 7051.590-99
info@dadosens.com

Lindenstraße 15
75365 Calw, Germany
Black Forest

**ANNEMARIE
BÖRLIND**
NATURAL BEAUTY

Börlind Gesellschaft für
kosmetische Erzeugnisse mbH

Court of registry:
Stuttgart, HRB 330215

Managing Partners:
Michael Lindner, Nicolas Lindner

**DADO
SENS**
DERMACOSMETICS

DADO-cosmed GmbH
Court of registry:
Stuttgart, HRB 331040

Managing Partner:
Michael Lindner, Alicia Lindner