

PRESSEMITTEILUNG

Merz Lifecare focuses on international growth: Heiko Barth takes over as head of International Business.

Frankfurt am Main, Germany, September 1, 2026 – Merz Lifecare announces the appointment of Heiko Barth to Senior Director International Business. He succeeds Nina Werner, who left the company at the end of June 2026.

Merz Lifecare, one of the leading providers of Consumer Health products in the DACH Region with well-known brands such as tetesept, SOS, Zirkulin and Merz Spezial, is stepping up its focus on international growth.

Xenia Barth, CEO of Merz Lifecare Holding emphasizes the strategic importance of this appointment: “The expansion of our international business is a key growth driver for Merz Lifecare. With Heiko Barth on board, we are gaining an expert who, drawing on his many years of international experience and working alongside an experienced team, will successfully position our brands on a global scale.”

Working internationally for over 25 years, Heiko Barth held various senior management positions at Weleda, the world’s leading manufacturer of natural cosmetics. He has extensive expertise in expansion, market development, and organizational development and is well versed in navigating the regulatory and distribution environments for various products. He was responsible for several national subsidiaries in Europe and Asia, established joint ventures, managed complex multichannel sales models, and developed regional market strategies that led to significant increases in revenue.

Heiko Barth is looking forward to the new challenge: “Merz Lifecare has a portfolio of highly attractive brands, which I see as having enormous potential in international markets. I am therefore very much looking forward to contributing my experience and working with the team to take the next steps in our growth.”

In his new role, Heiko Barth will be part of the Merz Lifecare management team and report to Steven Potschull, COO der Merz Lifecare Holding. “We are confident that Heiko Barth has the ideal experience and expertise to further develop Merz Lifecare’s international sales strategy, enter new markets and drive our continued expansion. His personality is also a strong fit with the team, which is an equally important consideration for us.” adds Steven Potschull.

Heiko Barth has already started his onboarding at Merz Lifecare and will assume full responsibility for International Business effective October 1, 2026.

This new appointment strengthens the company's future-oriented positioning, supporting the successful international expansion of its enlarged brand portfolio following the merger.

Press Contact

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About Merz Lifecare

Merz Lifecare supports people in living healthier lives and taking charge of their own health and wellbeing. Our brands include: tetesept, SOS, Zirkulin, Merz Spezial and Brooklyn Soap Company. They offer a wide selection of high-quality and innovative products for various target groups. Merz Lifecare is an agile, future-focused company with our own research and development team, which is dedicated to creating products that benefit both people and the planet. Our work is inspired by the power of nature and the latest scientific insights.

The company is one of the leading providers of health, wellness, and beauty products in the DACH region. In addition, our products are sold in over 25 countries worldwide through distribution partners.

Merz Lifecare is a corporate brand of Merz Lifecare Holding GmbH, which belongs to the Merz Group headquartered in Frankfurt am Main.

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