



Our Brand Equity

Bepanthen[®]

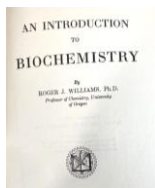
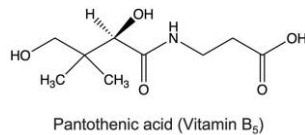
To understand the brand today, we must look back

Bepanthen was born as a skin healing product and, to this day, it remains the heart of the brand

1931

Pantothenic acid discovery

Pantothenic acid is discovered by chemist Roger J. Williams in his studies of the vitamin B complex, when he observed that an acidic substance was needed for growth by certain strains of yeast. Williams then went on to determine its chemical structure in 1940.



1950-2000s

Range expansion

Different Bepanthen product variations are launched, such as the nose ointment in 1950, the multipurpose cream and minor wounds antiseptic cream in 1980/81, the first body lotion in 1989.



2010-2020s

Innovations continue

The brand proceeds to expand its portfolio at Bayer with launches such as the eczema itch relief cream in 2010, eczema daily moisturizer in 2015, daily dry skin range relaunch in 2021.



1944

Topical use pioneering

Bepanthen ointment and lozenges ampoules are launched for skin healing, pioneering the topical use of Dexpanthenol (which is enzymatically cleaved to form pantothenic acid as active component), in times of great need.



2004

Bepanthen acquisition

Roche sells its OTC business to Bayer for nearly \$3Bn, along with the Bepanthen brand. Bayer said the deal would create a global consumer healthcare company, ranking among the world's top three along with J&J and GSK.



Bepanthen®

Brand Hive



Bepanthen®

Brand Insight

The conflict in people's lives that we are trying to resolve, what they need us for.



When there's an issue, our skin affects more than just our skin...

The eczema that makes us reluctant to meet friends or go swimming on a sunny day.

The graze that means the bike stays in the shed.

The nappy rash that leaves the baby fussy and parents tired at home after a difficult night of little sleep.

Enjoying the beauty of everyday moments isn't easy when it **feels like our skin is holding us back.**



Brand Benefit POD

The higher order value we deliver to consumers, what we can help them feel and do.



For generations, people have felt **reassured** knowing that our products just simply work and **never fail to deliver** on their promise.

The **magic behind our products is in our hero ingredient** inside all our formulas, **Dexpanthenol**, converted into pantothenic acid, also known as vitamin B5, within the skin as **a powerful aid for skin healing and recovery.**

Our product formulations are gentle, no-nonsense and have **only the necessary ingredients**, nothing else, to **care for skin, even the most sensitive** and fragile ones.



Brand Essence

What the brand stands for: the soul of the brand, capturing the unique role we play in people's lives



Our essence is simple: we heal from within.

It is what Bepanthen was born to do, the backbone of our brand, the foundation of our equity.

"From within" expresses not only our products' **functional mode of action** deep inside the skin layers to aid the repair and regeneration of the damaged skin barrier, but also how we can **help people deal with the emotional impact of skin health setbacks** throughout their life.



Brand Credibility

The most compelling reasons to believe the authenticity of the brand.



We have **80 years of skin health expertise** dating back to WWII times healing wounded skin. We were **first in the world to innovate the topical use of Dexpanthenol**, the 'skin repair vitamin'.

Through all these decades we have been innovating and advancing skin science with effective formulations proven by **110 published scientific studies** and counting. Not to mention our parent company, Bayer, as our endorser.

Dermatologists, pediatricians, and pharmacists contributed to our skin science, **know us and trust us** with caring for their patients.



Purpose & Impact

The positive changes we want to create for consumers and the world.



We know skin issues often mean people not only need to manage **physical symptoms** that impact what they can do and how they experience life, but also **emotional weight**...

For children and young adults, skin conditions can create a cloak of vulnerability that overshadows their formative years, impacting school performance, sleep, relationships, and overall daily life. These physical and emotional scars can then be carried through life.

In a society that praises idealistic skin standards, we are **committed to champion "Healing young people who feel vulnerable because of their skin."**



Brand Character

The personality and tone the consumer expects us to bring to life and use when talking to them.



WHAT OUR PERSONALITY IS LIKE

While we are skin health experts, we always **bring science and humanity together** in a **warm**, empathetic way.

We are **dependable** who can be counted to **always be there to heal and protect**, no matter who and what.

We care for skin with the utmost love and respect, calming and providing **emotional reassurance when people need it most**.

WHAT OUR TONE OF VOICE IS LIKE

We are **warm**, approachable and friendly, who evokes comfort

We are **trustworthy** who explains science in a relatable way

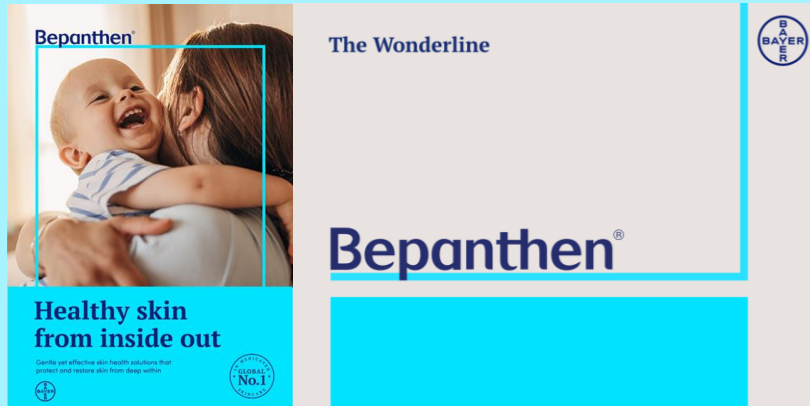
We are **reassuring**, who brings calm and confidence

We are **inspiring**, positive, who encourages action of self-care



Distinctive Assets

The learned visual codes that help consumers instantly recognize and recall the brand.



Our **brandmark** and its blue underline, lovingly known as our **Wonderline** when extended from our logo, are our most important distinctive assets.

Whether **highlighting important information or framing imagery, our Wonderline plays a consistent and meaningful role** in how we communicate.

By building on it as an adaptable element that **connects across all our skin needs**, we cut through the category noise and demystify skin science, making it easier for people to take better care of their and their loved ones' skin.





Bepanthen®