



Brand Visual World Guidelines

Version 1 June 2025

Bepanthen[®]





Bepanthen[®]

Welcome to our Bepanthen Brand World

Our brand identity and the way we express it visually plays a vital role in how we build our brand equity and how we connect with our consumers. Bepanthen is launching its first ever Brand Visual World Guidelines that enables us to coherently express our identity in line with the brand equity we aim to build.

This document is a framework that will help guide you in creating consistent, on-brand visual communications across all touchpoints with all external or internal stakeholders. We provide design principles and assets, demonstrating across various activation examples that can be adapted for your particular market needs.

Please review carefully and follow these guidelines when creating Bepanthen assets whether offline, online, in-store, events, internal or external. Should you have any questions, please contact the global Bepanthen Megabrand Team.

DISCLAIMER:

The photography used throughout this document is place holder to show principles only. They should not be used or replicated in any other branded collateral unless usage rights are secured locally.

The claims in the document are placeholders only to illustrate tone of voice and visual application of messaging such as typography, placement or color. The claims and messaging in this document are not reviewed or approved by medical, regulatory or legal teams.



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1.0

Our Creative Foundations

Our creative foundations that inform our Brand Visual World

Bepanthen's brand visual world is a comprehensive ecosystem from how we design packs to online and offline comms assets, to how we uniquely express our visual science language. It sets the guardrails for how the brand shows up across all touchpoints to all stakeholders.

The creative foundations and principles inform as north stars to guide any produced material and creative applications to ensure we consistently express our brand equity.

The Brand Hive

As our key brand equity tool, the Brand Hive is our grounding and springboard for our brand. See the next page for more information on this.

Design Idea

Informed by the Brand Hive, our design idea 'Skin Science Simplicity' helps to guide and inspire the development of the creative expression, both verbally and visually.

Design Principles

Informed by the Brand Hive, our design principles are a summary of the design system and help guide the brand's look, tone and feel across the portfolio.

Further supporting guidance can be requested to augment the brand visual world guidelines e.g. master artworks, pack guidelines and brand frames.

The Brand Hive



Design Idea

Skin Science Simplicity

Skin is your armour against the stresses and dangers of everyday life. Vulnerable skin brings discomfort and worry. It can stop you doing things and enjoying life with the people you love.

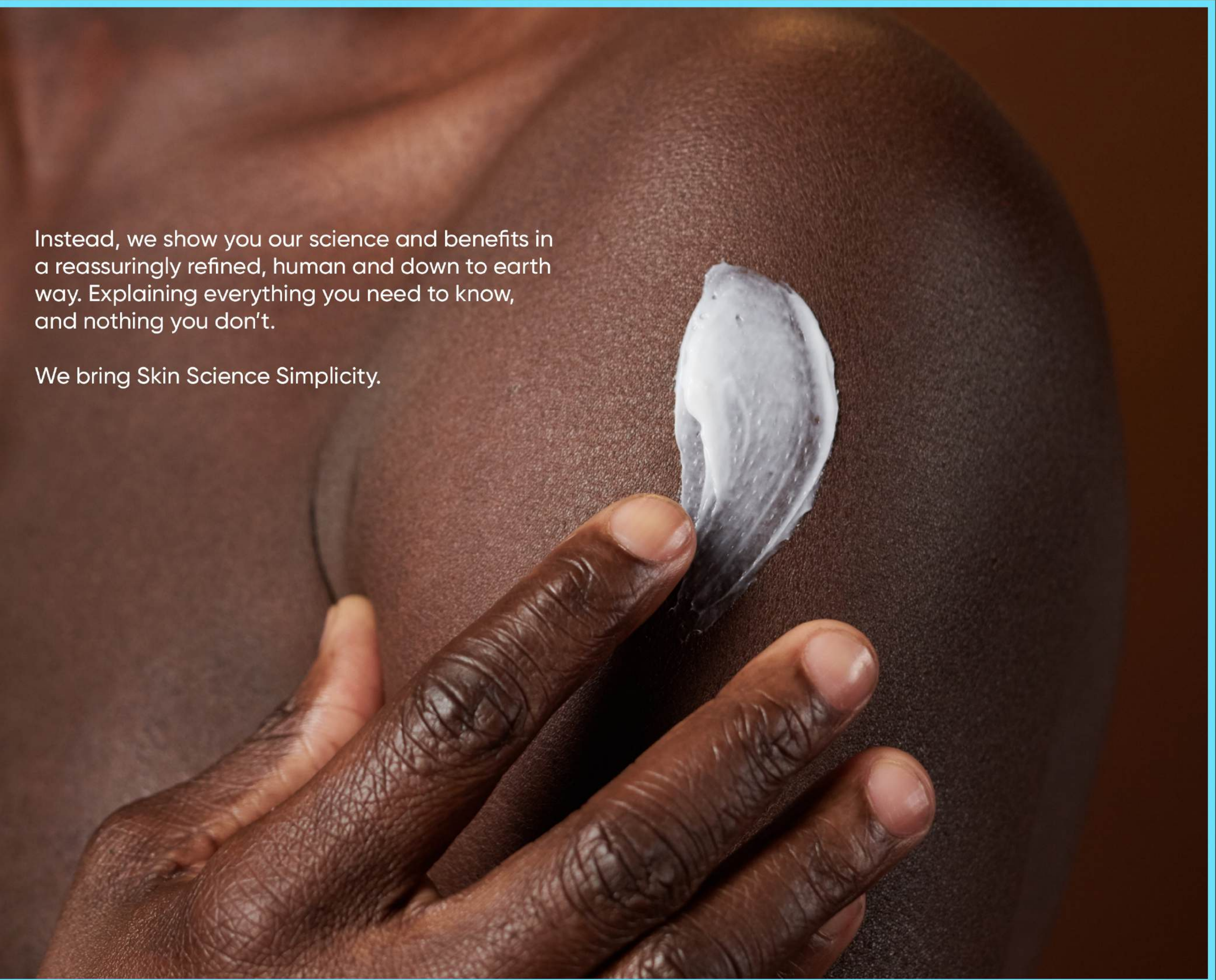
We understand you just want to feel comfortable again. To restore and preserve skin health so that problems don't come back. Bepanthen is the dependable skin health brand that simply works. From dry skin to wounds and scars, generations have trusted us to restore them to complete skin health and keep problems at bay.

Ours is a simple story: we pioneered the topical use of Provitamin B5, known as 'the skin repair vitamin'. Countless clinical studies prove how our science uniquely repairs and nourishes skin from the inside out. That's it.

No fragrances, no colours, no unnecessary additives. Just a product that really works, with the word of mouth to prove it. We offer transformative skin healing, but don't need to blind you with the meaningless chemistry, jargon or over-complicated graphics.

Instead, we show you our science and benefits in a reassuringly refined, human and down to earth way. Explaining everything you need to know, and nothing you don't.

We bring Skin Science Simplicity.



Our Design Principles

To be used together cohesively as creative guiding principles, along with the design idea, for any new material and asset created for the brand.

Dependable

We have been skin health pioneers for 80 years. We're formulated by experts that truly understand skin health, and have the clinical studies to prove it.

Our science is reliable and solid, so we are transparent about what we offer.

Coherent, straight-forward icons show how our B5 formulations uniquely restore and preserve skin from the inside layers out.

We express our science confidently through structured layouts and intuitive graphics to show we are trustworthy.

Humanising

We solve skin health problems that really affect people's everyday lives and emotions. We restore people to feeling healthy, human and back in harmony again.

We balance strong science messaging with accessible language and optimistic tone of voice – never talking down to people.

Everything we do is delivered in a warm, relatable way that showcases our empathy. We use real people and real-life moments in our imagery, nothing staged and idealised.

Uncomplicated

We tell the story of what we deliver with clarity and elegance: skin science that simply works.

Just as we remove unnecessary additives from our products, we do this with design and messaging. We don't mystify with confusing technical language or graphics. The essentials, and nothing more.

Where others shout, we take a more modern 'less is more' approach and show up in a clean, contemporary way that cuts through the noise.

Dependable

We have been skin health pioneers for 80 years. **We're formulated by experts that truly understand skin health, and have the clinical studies to prove it.**

Our science is reliable and solid, so we are transparent about what we offer.

Coherent, straight-forward icons show how our B5 formulations uniquely restore and preserve skin from the inside layers out.

We express our science confidently through structured layouts and intuitive graphics to show we are trustworthy.



Bepanthen[®] baby

No.1 Trusted nappy rash brand

Tested with pediatricians, protects from nappy rash and soothes from 1st application



Protects & heals without stinging

Clinically proven to accelerate healing and provide immediate pain relief from minor wounds



accelerates healing
immediate pain relief
direct cooling

Humanising

We solve skin health problems that really affect people's everyday lives and emotions. We restore people to feeling healthy, human and back in harmony again.

So, we balance strong science messaging with accessible language and optimistic tone of voice – never talking down to people.

Everything we do is delivered in a warm, relatable way that showcases our empathy. We use real people and real-life moments in our imagery, nothing staged and idealised.



Healthy skin from inside out

Gentle yet effective skin health solutions that protect and restore skin from deep within





Bepanthen Wounds



Bepanthen Baby



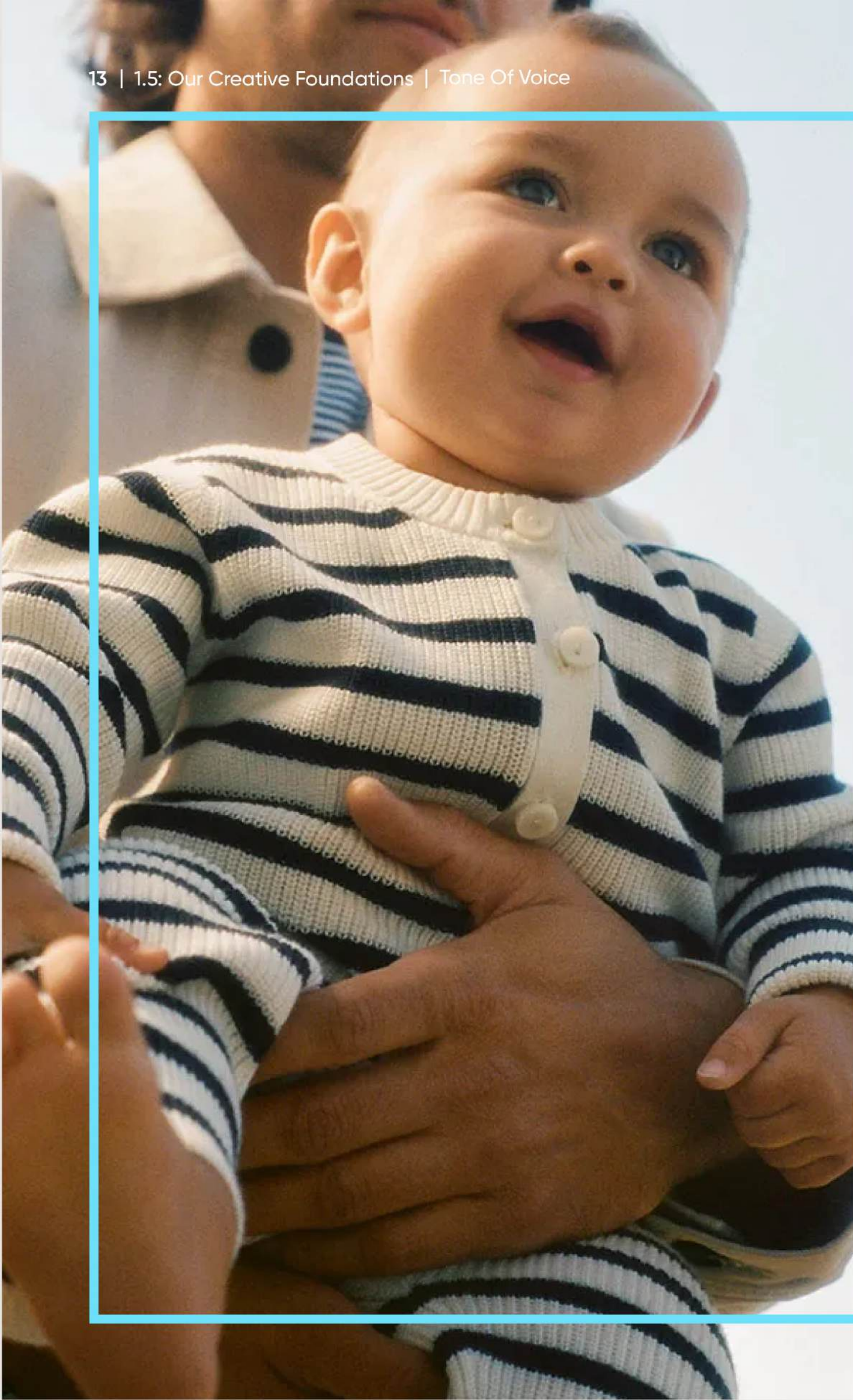
Bepanthen Eczema



Bepanthen Multipurpose



Bepanthen Dry Skin



Tone of Voice

Born of our Brand Character, the Verbal Characteristics are based on our Brand Hive

While we are skin health experts, we always bring science and humanity together in a **warm** way. We care for skin with the upmost love and respect, calming and providing emotional **reassurance** when people need it most. We are **inspiring** and positive to emphasise the possibility of positive change. And we're **trustworthy**, always explaining complex concepts in a relatable way.

Warm

means we are approachable and friendly
but never overly casual

Reassuring

means we are calm yet confident
but never overly simplified

Trustworthy

means we are knowledgeable, and solutions orientated
but never use intimidating or overtly clinical jargon

Inspiring

means we are positive and motivating
but never overly cheerful or comical

Our Tone of Voice Explained

Our Tone of Voice

Warm

means we are approachable and friendly *but never overly casual*

Reassuring

means we are calm yet confident *but never overly simplified*

Trustworthy

means we are knowledgeable, and solutions orientated *but never use intimidating or overtly clinical jargon*

Inspiring

means we are optimistic and motivating but *never overly cheerful or comical / funny*

Structure & Language

Using everyday language, be positive and hopeful to evoke comfort and safety. Still keep it clear and concise.

Acknowledge worries and concerns, in a gentle and compassionate manor, emphasizing hope and resilience.

Offer practical advice in easy-to-understand terms, providing clear and accurate information.

Celebrate small victories and progress, highlighting the positive aspects of skin health. Be upbeat and optimistic to inspire action.

Examples

'Love the skin you're in'
Bepanthen Dry Skin

'Real care for today and tomorrow'
Bepanthen Baby

'Special Lipid Lamellar Technology to soothe itching and regenerate the skin barrier'
Bepanthen Eczema

'Don't let eczema hold you back'
Bepanthen Eczema

2.0

Our Key Brand Assets

Core Brandmark

Bepanthen[®]

Wonderline



Typography

PT Serif Bold
(Header)

Gilroy Bold
Gilroy Medium
(Body Copy)

Tone of Voice

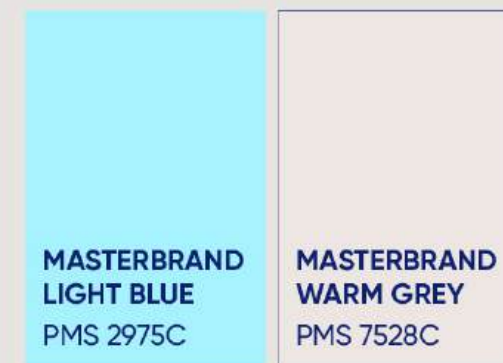
**Healthy
skin from
inside out**

Colour Palette

Masterbrand Primary



Masterbrand Secondary



Franchise Accent Colours



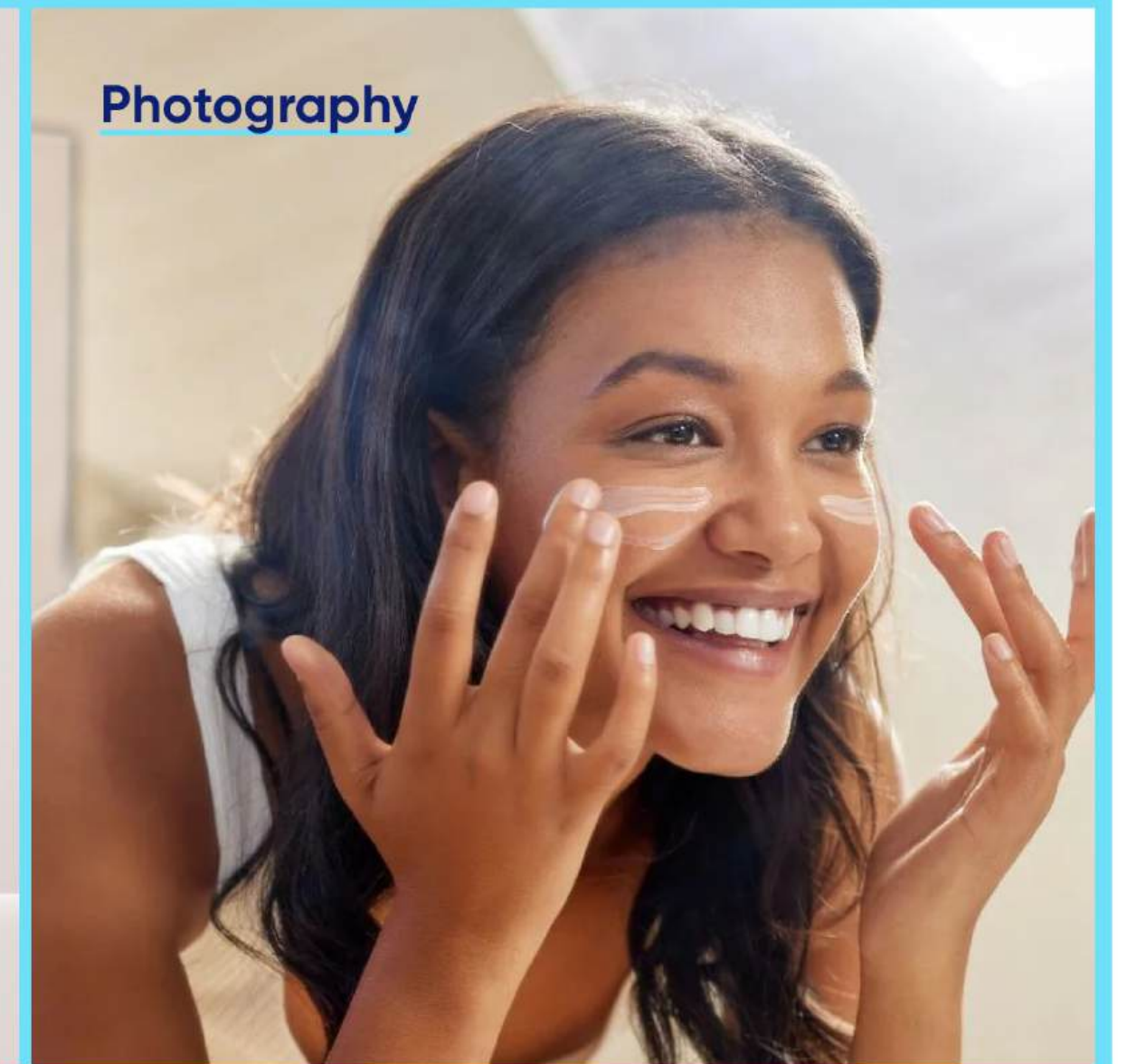
Iconography styling



Product Photography



Photography



Core Brandmark

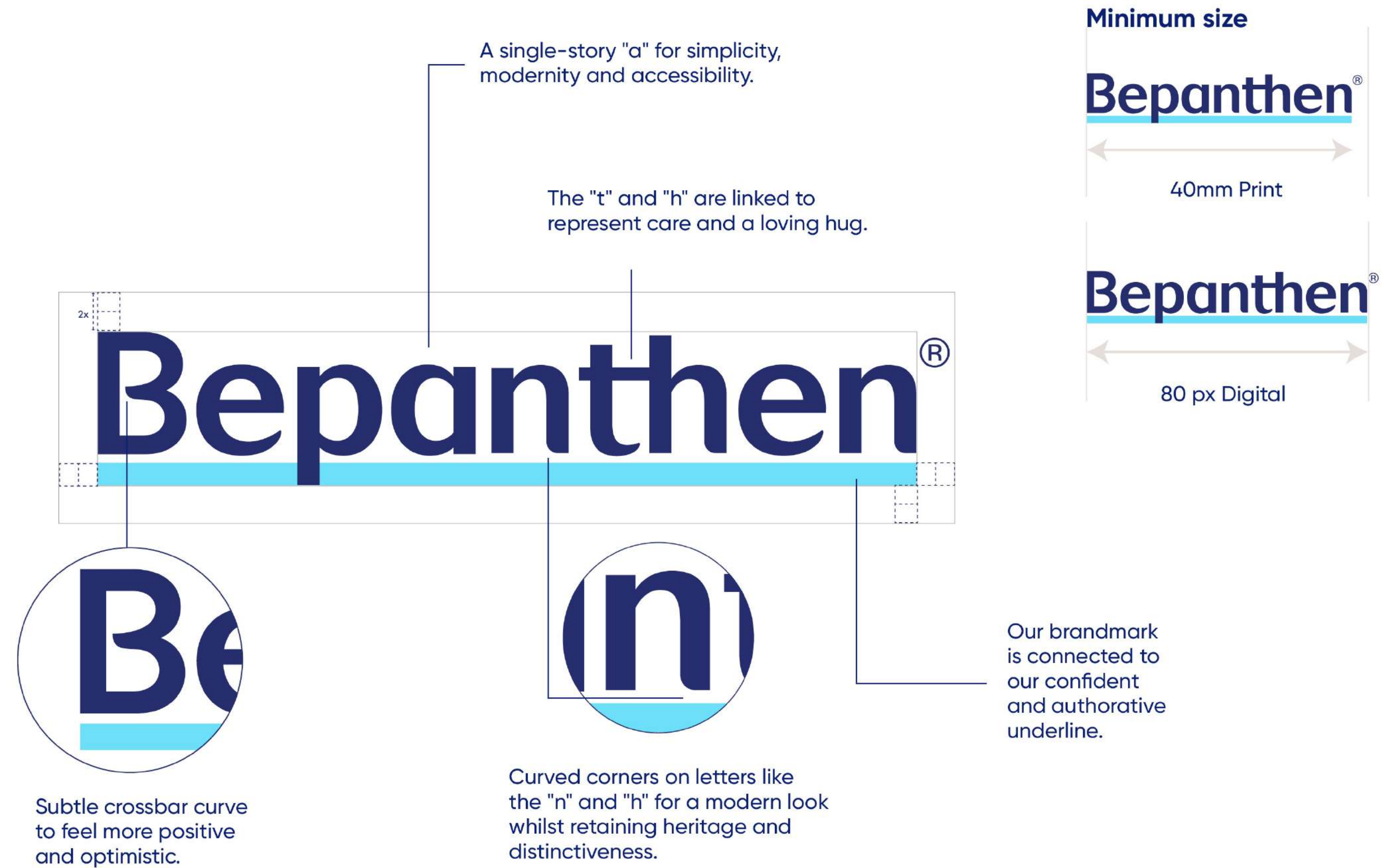
We underline our identity with our Bepanthen Fresh Blue to bring strong ownability to our mark. The 'P' sinks into the line to reflect our product benefit as an actively effective skin repair product.

To protect the visual integrity of our brandmark we've created clear space zone around it. No other design elements should enter this space unless in the instance the line continues on from the right handside (see frame guidance).

Our identity should ideally sit on white or Warm Grey (PMS 7528C). In some instances, it can sit on the Masterbrand Dark Blue or quiet areas of photography.

For legibility we do not recommend going below the minimum size demonstrated.

In extreme circumstances it may be required to reverse the brandmark for legibility. See page 26 for guidelines on how and when to use this.



Alternative Brandmark

Core Brandmark - Bepanthen

Bepanthen[®]

Bepanthol

Bepanthol[®]

Franchise Logos

These are the lockups to use for each of our franchise specific communication assets. We have provided horizontal and right aligned options to use.

The relationship between the brandmark and the franchise logo should never be broken or changed.

Horizontal Lockup

Bepanthen[®] DERMA

Bepanthen[®] ECZEMA

Bepanthen[®] baby

Bepanthen[®] WOUNDS

Franchise aligned to the right

Bepanthen[®]
DERMA

Bepanthen[®]
ECZEMA

Bepanthen[®]
baby

Bepanthen[®]
WOUNDS

Colour

We are a blue brand

We are a blue brand with a dominance of solid Fresh Blue, supported by Warm Grey to add softness to our communication backgrounds. Masterbrand Dark Blue (as used in our Core Brandmark) provides a strong contrast for copy and other foreground assets such as iconography and claims.

**UNDERLINE
FRESH BLUE**
PMS 297C

CMYK
55/0/5/0
RGB
110/223/249

HEX
#6EDFF9

**MASTERBRAND
DARK BLUE**
PMS 2748C

CMYK
100/95/0/35
RGB
0/24/113

HEX
#001871

**MASTERBRAND
WARM GREY**
PMS 7528C

CMYK
20/20/27/5
RGB
197/185/172

HEX
#C5B9AC



Franchise colours

**UNDERLINE
FRESH BLUE**
PMS 297C

CMYK
55/0/5/0
RGB
110/223/249

HEX
#6EDFF9

**BABY & KIDS
SOFT PINK**
PMS 190C

CMYK
0/63/20/0
RGB
246/117/153

HEX
#F67599

**MINOR WOUNDS
RICH RED**
PMS 207C

CMYK
0/100/60/25
RGB
165/0/52

HEX
#A50034

**ECZEMA
CALMING PURPLE**
PMS 267C

CMYK
82/95/0/0
RGB
95/36/159

HEX
#5F249F

**ADULT MEDICATED
SKINCARE
NOURISHING BLUE**
PMS 2183C

CMYK
80/25/19/0
RGB
0/146/189

HEX
#0092BD



The Wonderline

The Wonderline is a key brand asset that allows us to create dynamic and ownable visuals. The blue line extends and originates from our landmark.

There is more guidance on the usage of the Wonderline further on in this document.

Bepanthen®

MASTERBRAND
DARK BLUE
PMS 2748C

UNDERLINE
FRESH BLUE
PMS 297C



Typography

Our typography reflects both the scientific heritage and the humanising side to the brand.

We use a serif typeface for all our key headers and for more mandatory copy we use a simple sans serif typeface outlined here.

For a professional yet personal feeling

To convey clarity and dependability

For a lighter yet legible feeling

PT Serif Bold

is our headline font.
type tracking should be set to 0.

Gilroy Bold

is our sub headline font.
type tracking should be set to 0.

Gilroy Medium

is our body copy font.
type tracking should be set to 0.

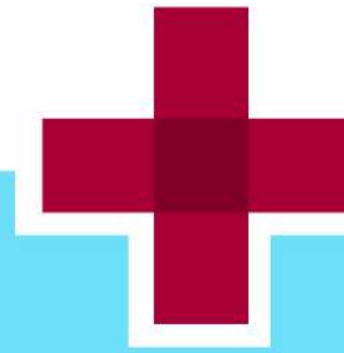


Iconography

Here are some of the icons we use that originate from front of pack. These can be useful to strengthen and support scientific messaging. Icons should ideally be grounded and sinking into masterbrand colour block or Wonderline and aligning neatly to any horizontal lines in the icon.

In some instances, the icons are used as part of an annotated callout and therefore accompanied by a block of text (see examples)

Occasionally these icons can be grounded on franchise colour
NOTE: In this instance, the icons should only sink into the corresponding franchise colour relating to the icon.



✗ DO NOT:

No changing the colour of the icons



No floating icons without connecting context



No placing icons on any colour other than the relevant franchise colour or masterbrand palette



3.0

Applying our Key Brand Assets

Brandmark Usage

It may be required to reverse the brandmark for legibility on some packaging and comms.

The underline should always remain in our Fresh Blue regardless of the brandmark type reversing out to white.

The complete brandmark should never be seen in all white, there must always be blue present.

The secondary brandmark is not the core identity and should only be used in extreme cases or over full bleed photography for standout or other reasons stated.

Core Brandmark



Secondary Brandmark - White

The underline should always remain in our Fresh Blue



✗ DO NOT:

No busy imagery behind brandmark



No full white brandmark



No alternative colours behind brandmark (other than relevant franchise colour)

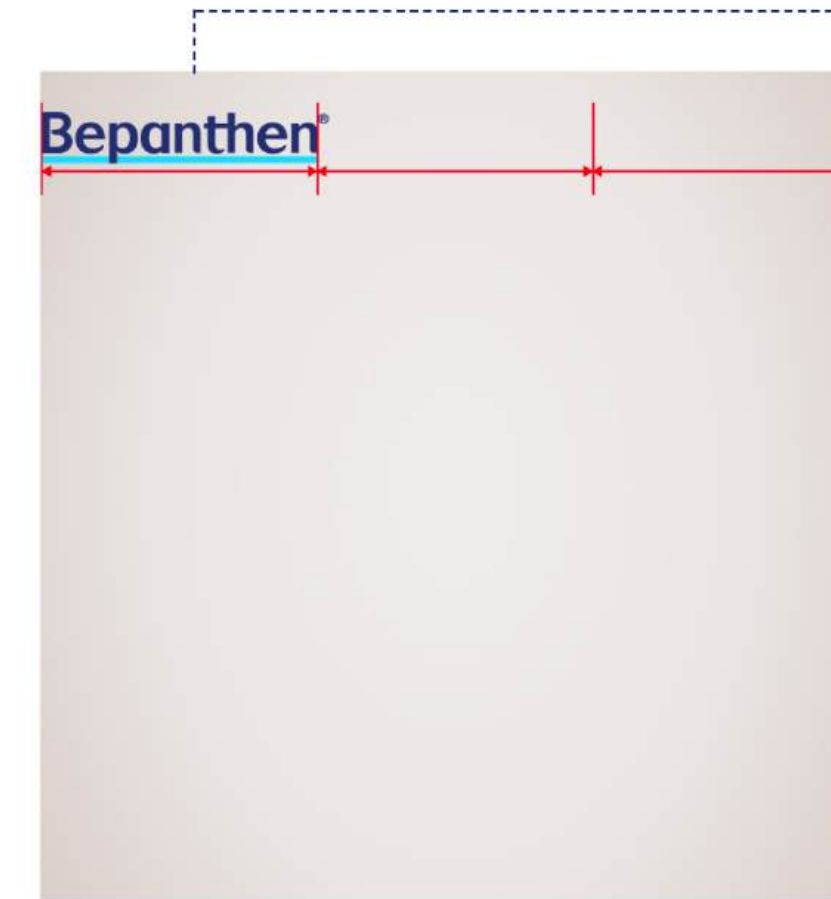


Brandmark Proportions

When creating KV's, the Bepanthen brandmark should be 1/3 of the canvas width.

In cases where the brandmark is not present, this rule should still be followed in order to find out the thickness of the Wonderline. The brandmark can then be removed.

Brandmark Proportions



NOTE:

The brandmark **should not** touch the edges of the canvas - this is just to demonstrate that the brandmark is 1/3 of the canvas width.



Franchise Logos

Do's & Do Not's

Always use the correct Franchise logo that relates to the pack or KV it is representing. If multiple franchises are present in the same space, the Masterbrand Bepanthen brandmark is used.

Using Bepanthen baby as an example, here are some key rules of how not to use the logos.

The same rules apply for all Franchise logos.

Where the franchise lockups are used, ensure the proportions and size relationships are always retained.

Horizontal Lockup

Bepanthen[®] baby

Right Aligned Lockup

Bepanthen[®]
baby

✗ DO NOT:

No changing the franchise logo colour

Bepanthen[®] baby

No changing the configuration of the franchise logo when locked up with the brandmark, e.g don't left align

Bepanthen[®]
baby

No overlapping the brandmark & franchise

baby[®]
Bepanthen



Franchise Logos

Usage

Two lockups have been provided for suitability across different application.

The Right Aligned lockup should be applied when the Wonderline is present for clear legibility.

Horizontal Lockup



Right Aligned Lockup



✗ DO NOT:

No using the horizontal franchise lockup with the Wonderline



No placing the logo on the Fresh Blue or a clashing colour that compromises the underline visibility



Bayer Logo Placement

We always make sure that we respect the universal guidance principles of the Bayer logo. As well as keeping to the rules of the Bayer logo itself, we have also defined rules for how it interacts with our line asset.

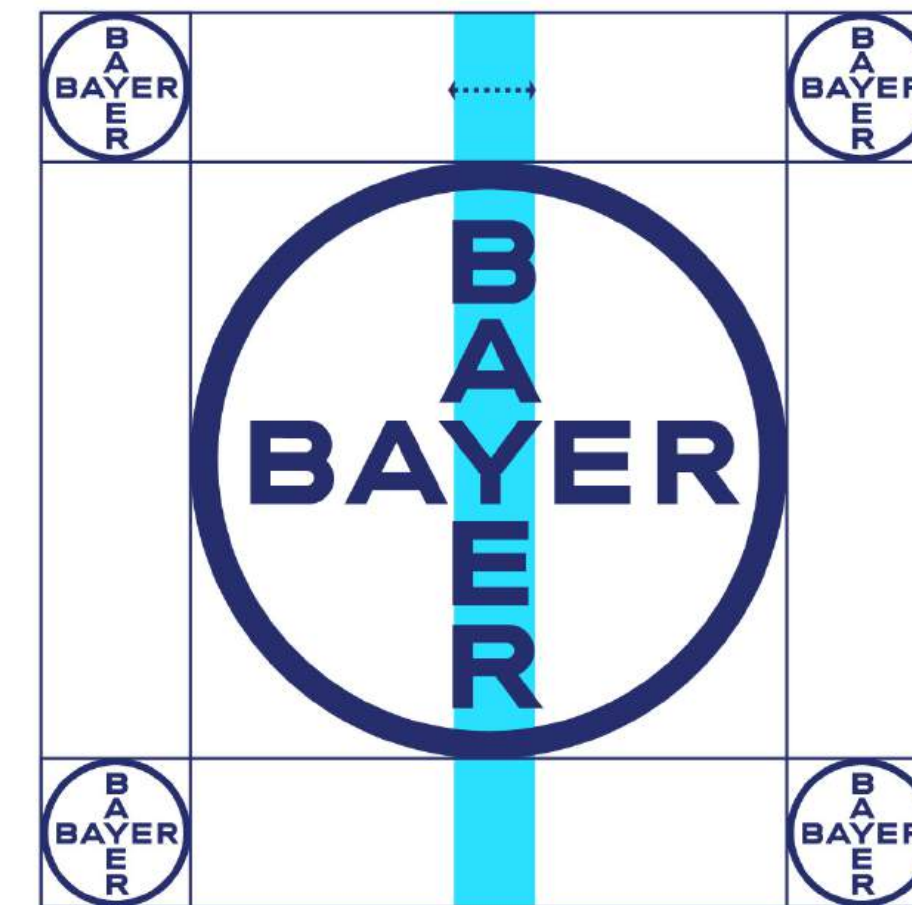
Safe Zones

As defined by the Bayer guidelines



Sizing

The size is defined by the 'B' of Bayer matching the thickness of the brand line device.



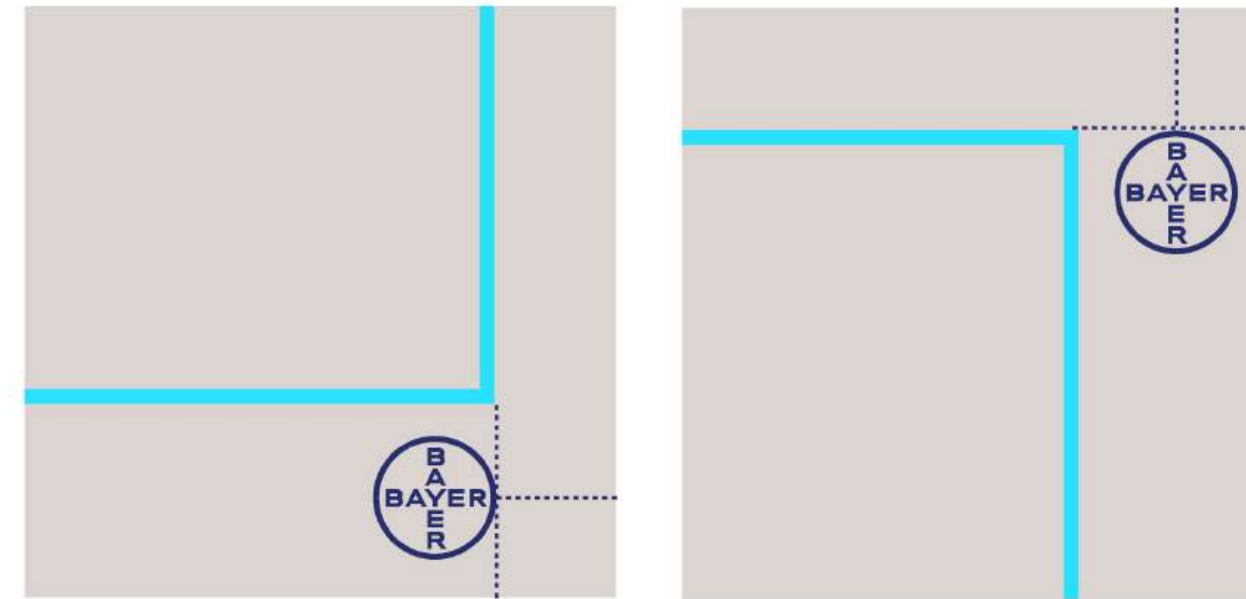


Bayer Logo Placement

We always make sure that we respect the universal guidance principles of the Bayer logo. As well as keeping to the rules of the Bayer logo itself, we have also defined rules for how it interacts with our line asset.

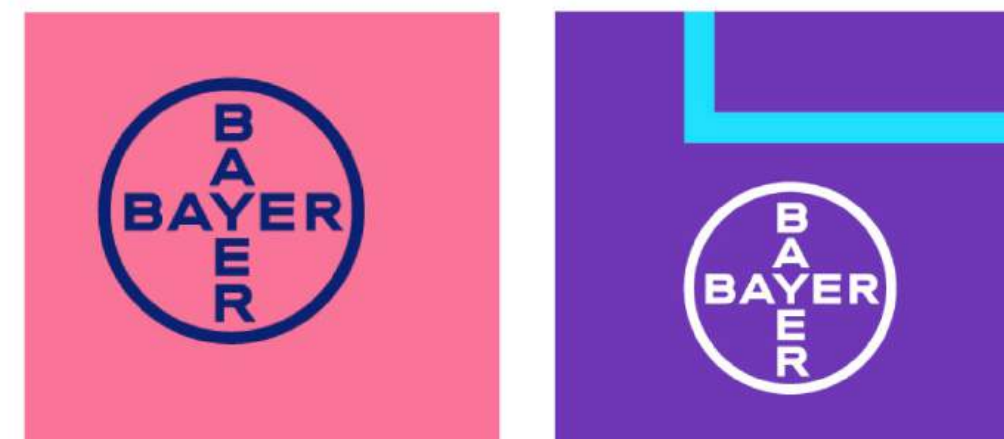
Position

We position the Bayer logo outside of the frame, preferably in a different corner to the Bepanthen brandmark (although this is not always possible in extreme formats). The logo is aligned to the outside horizontal or vertical edge of the line, and centered within the gap between the edge of the line and the edge of the media.



Colour

In most circumstances, the Bayer logo should appear on the Warm Grey background, in the Masterbrand Dark Blue. Where this is not possible, the logo can appear on franchise colours in the Masterbrand Dark Blue, unless it becomes illegible, where it then reverses to white.



✗ DO NOT:

No other colours are permitted. The Bayer logo should remain as Masterbrand Dark Blue and white.





Wonderline Frame Formats

The frame and brandmark composition has two approaches, a closed frame with the brandmark at the top or an open frame with the brandmark at the bottom.

The brandmark always sits on the left side when using both approaches, never on the right.

Approach 1 - Bepanthen at the top

The Wonderline can continue and join in this instance as it is not obstructing the brandmark

Bepanthen®

Approach 2 - Bepanthen at the bottom

The Wonderline does not continue into the B of Bepanthen, make sure there is a space as specified on the previous page

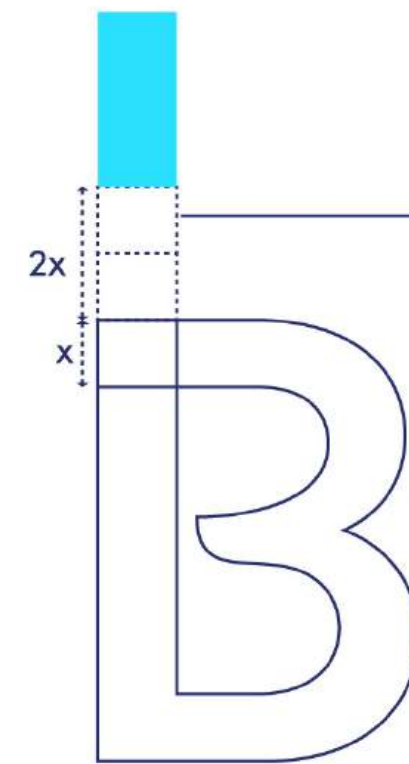
Bepanthen®



Wonderline Composition

The Wonderline, combined with other key assets such as the background colour, talent, copy and franchise colours, create a dynamic and distinctive piece of communication

The Wonderline should always remain in our Fresh Blue, as it is an extension of the brandmark. This visually connects the line and the brandmark, making it a recognizable and distinctive asset.



The space between the top of the letter 'B' and the end point of the underline is defined by the thickness of the letter B (x). We then use twice that distance (2x) as the space between the brandmark and the line.



The line that extends from the brandmark to create the Wonderline should retain the same brandmark thickness

Wonderline Frames

A few examples of how NOT to use the Wonderline

✗ DO NOT:

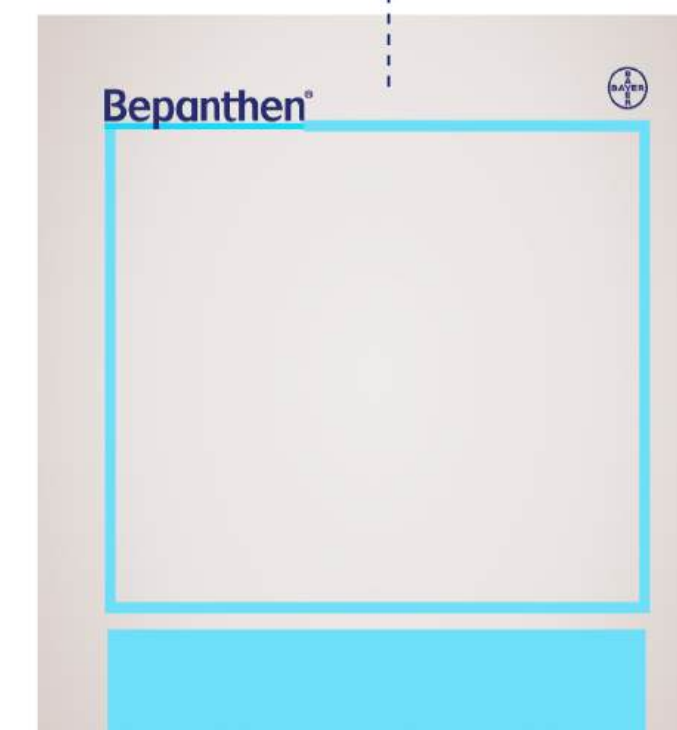
The Wonderline should not be detached from the identity



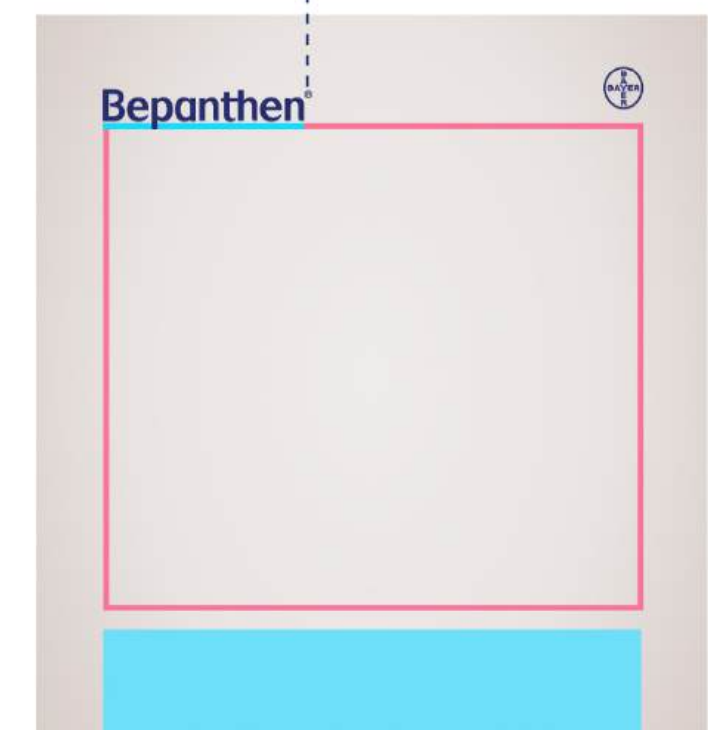
The Wonderline should never be thinner than the brandmark underline thickness



The Wonderline should never be thicker than the brandmark underline thickness



The Wonderline should never be any colour other than the Fresh Blue colour

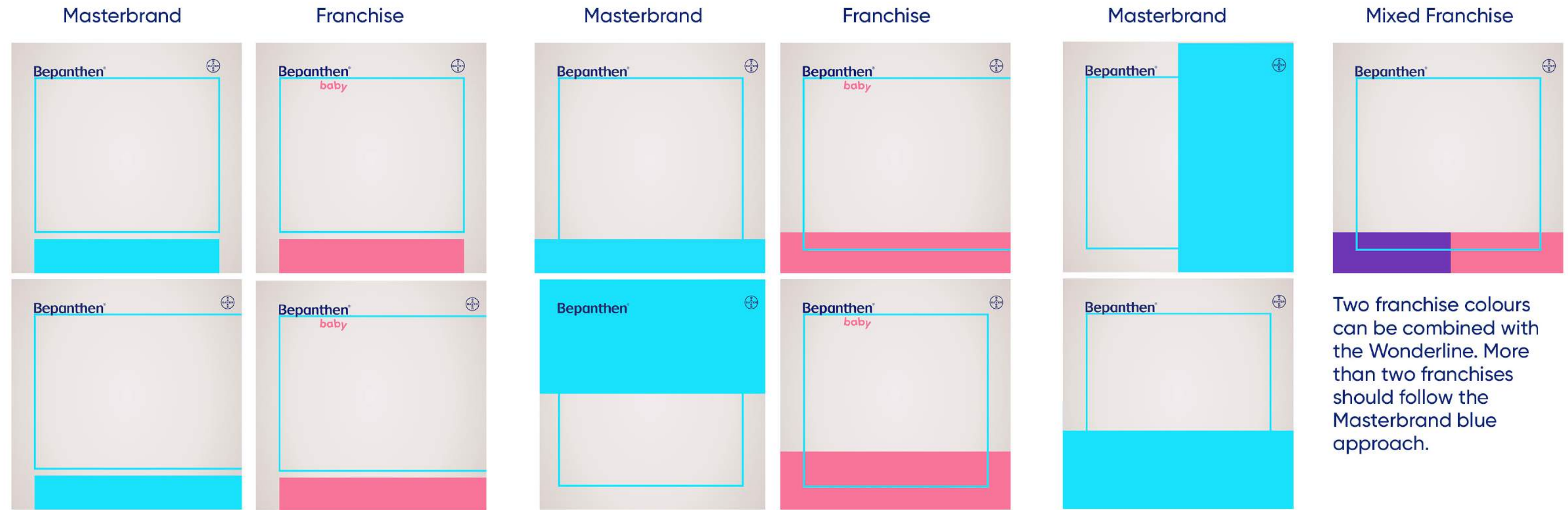


Wonderline & Colour

Master brand & franchise colour guidance

We have outlined some key ways of how to incorporate masterbrand or franchise colour with the Wonderline frame.

Further details of placement and ratios are outlined on the following pages.



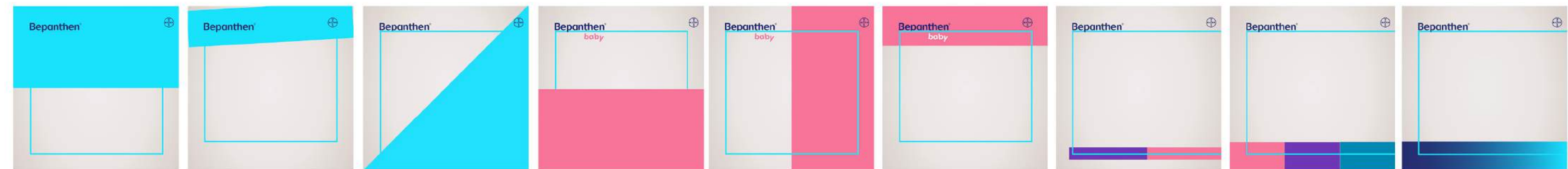
Colour disconnected from Wonderline for subtle colour (10% of canvas)

Colour integrated with Wonderline for more Franchise impact (colour 15-25% of canvas)

Colour integrated with Wonderline for 50% colour - only for masterbrand blue - (franchise colour should never go above 25% of canvas)

Two franchise colours can be combined with the Wonderline. More than two franchises should follow the Masterbrand blue approach.

✗ DO NOT:



No blue or any other colour behind the Bepanthen landmark/ or colour used on an angle

No going above 25% of the canvas for franchise colour

No franchise colour behind landmark

No going below 10% of the canvas for franchise colour

No more than 2 franchise colours

No gradients of colour



Wonderline in Motion

Endframe - Masterbrand

Animation stills to demonstrate how the brandmark & Wonderline would animate over imagery and transition to a Warm Grey for the Love heals endframe.

The Wonderline should always originate from the 'B' of the brandmark, underlining it and then creating the frame, by ending back at the brandmark.



Start
→
 End

✗ DO NOT:

Do not allow the Wonderline or text to interfere with the imagery without fading to Warm Grey.



No changing where the Wonderline originates from.





Wonderline in Motion

Endframe - Baby with Pack

Animation stills with pack to demonstrate how the landmark & Wonderline would animate over imagery and transition to a Warm Grey for the Baby franchise endframe.

The Wonderline should align with any horizontal line on the pack to ground it; the pack should never be floating or not connected to the Wonderline on a horizontal. It should appear on screen following the Wonderline.



Start



End



Wonderline in Motion

Endframe - Baby

Animation stills to demonstrate how the landmark & Wonderline would animate over imagery with a soft animation of the cloud shape to add a playful softness. This sequence also shows how we transition to a Warm Grey for the signoff supported with either the blue or pink cloud graphic.

Version 1 - Blue Clouds



Start —————> End

Version 2 - Pink Clouds



Start —————> End



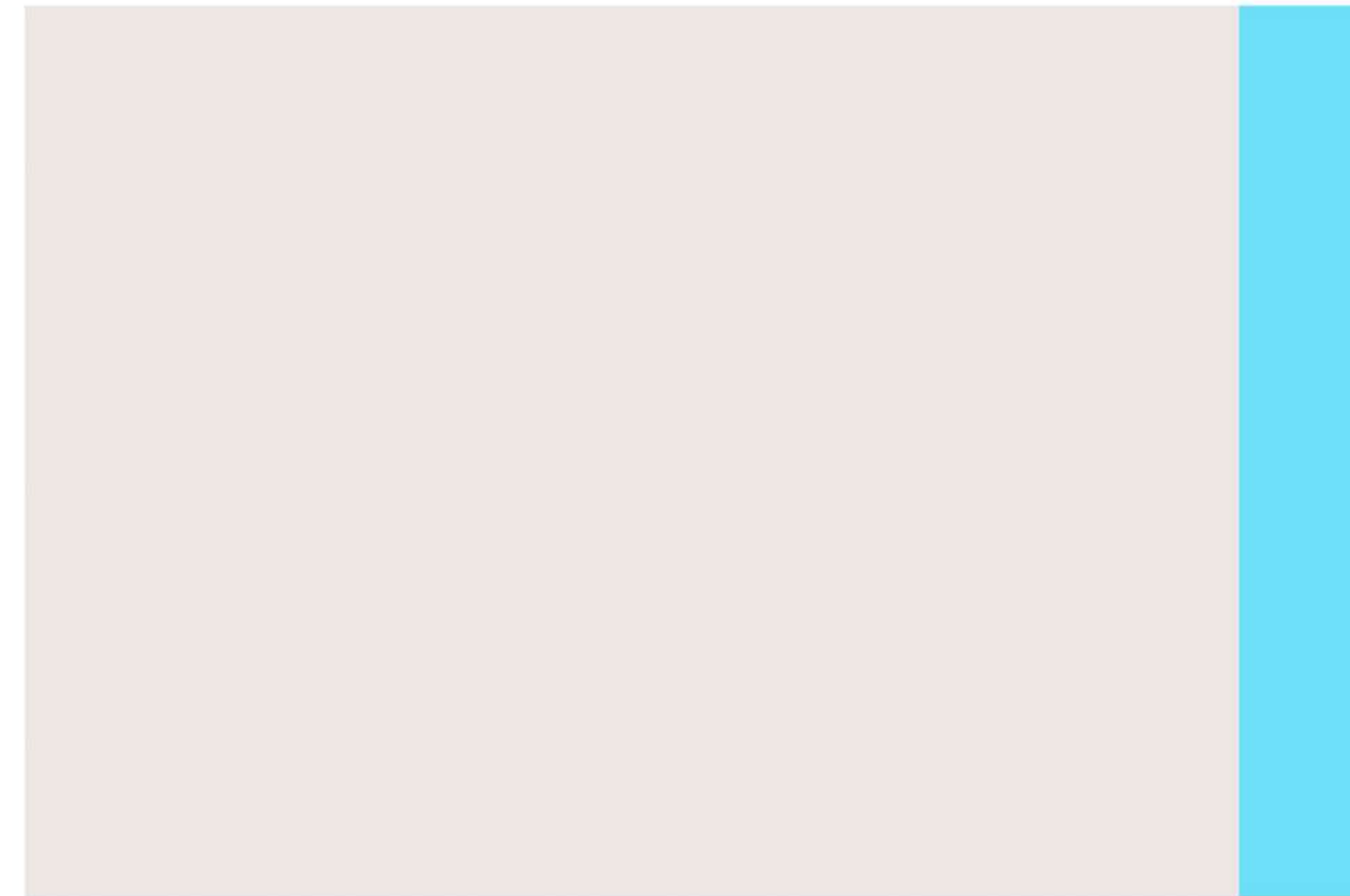
Colour Ratio

Ratio for Fresh Blue and Warm Grey

As we are a blue brand, blue always needs to be present on our communication assets across all of our demand spaces; Masterbrand as well as specific franchise focused spaces.

We can flex the ratio of Fresh Blue within our Masterbrand communications to accommodate other assets, flexing between 10 - 50% of the overall visual canvas.

Minimum amount of blue on the canvas



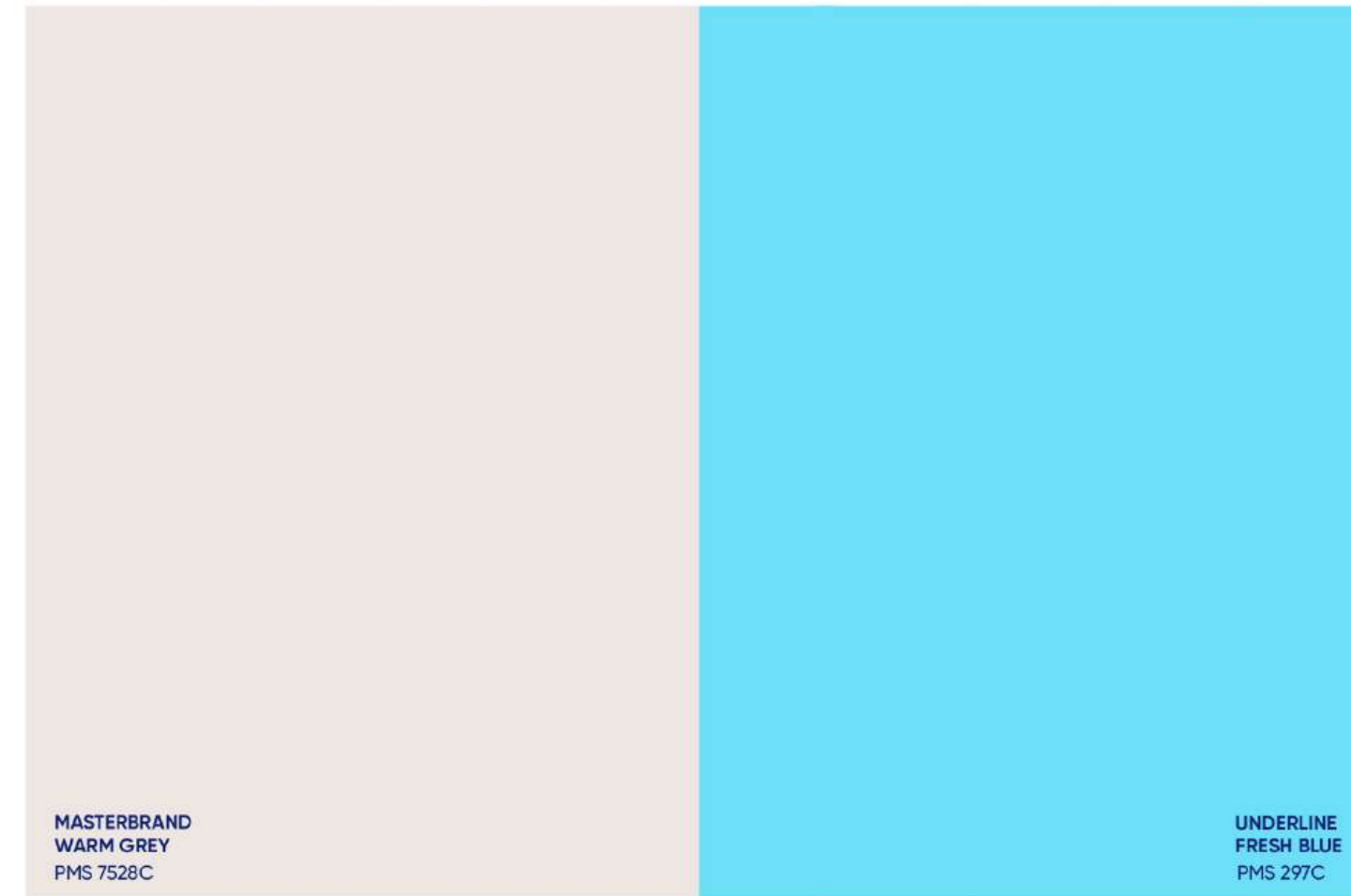
90%

10%

Examples



Maximum amount of blue on the canvas



50%

50%





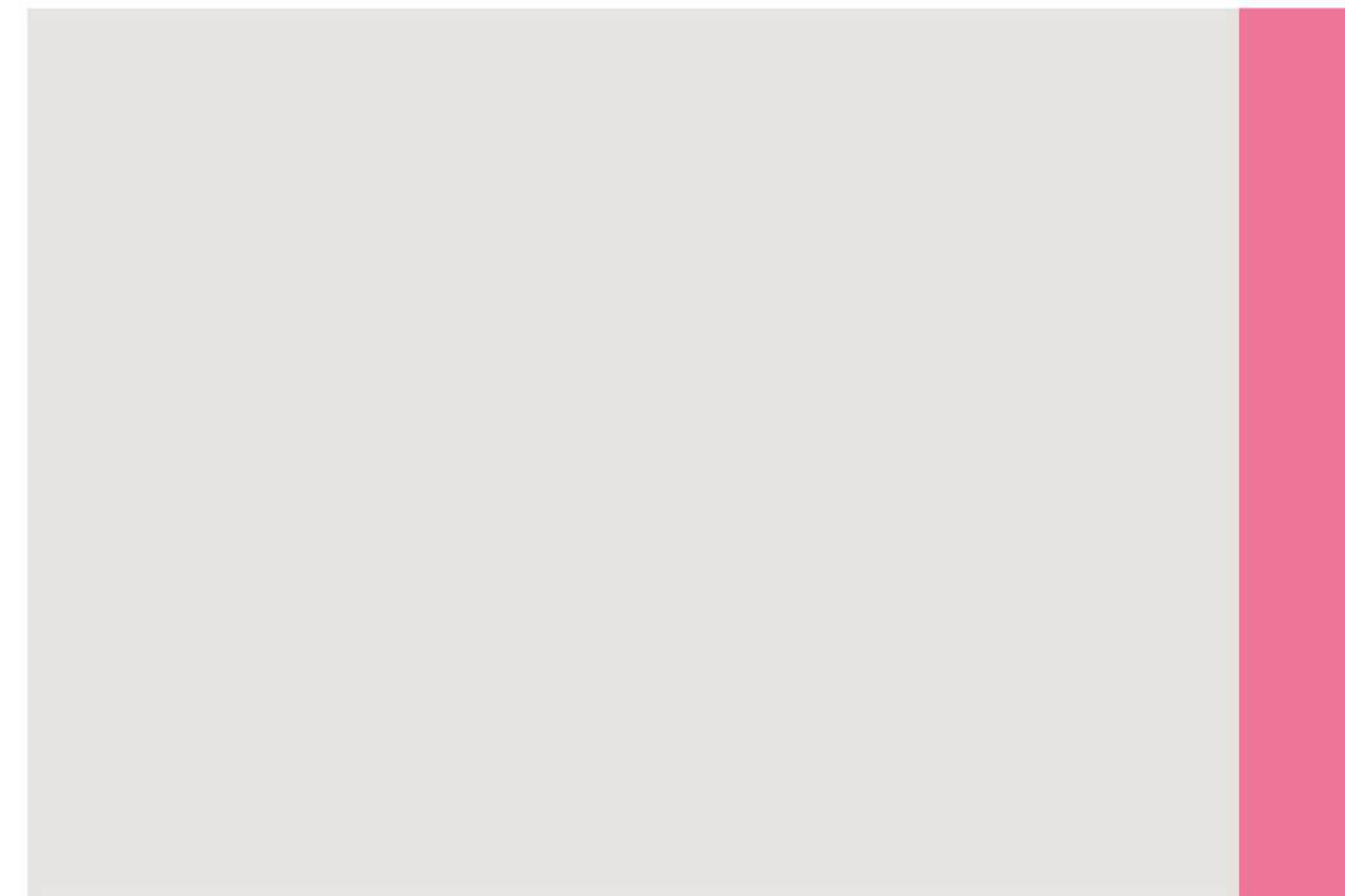
Franchise colours

Franchise colours Min - max ratio

Franchise specific communications will be supported by it's specific colour to help range signposting.

We can flex the franchise colour ratio within our communication to accommodate other assets, flexing between 10 - 25% of the overall visual canvas.

Minimum amount of franchise colour on the canvas



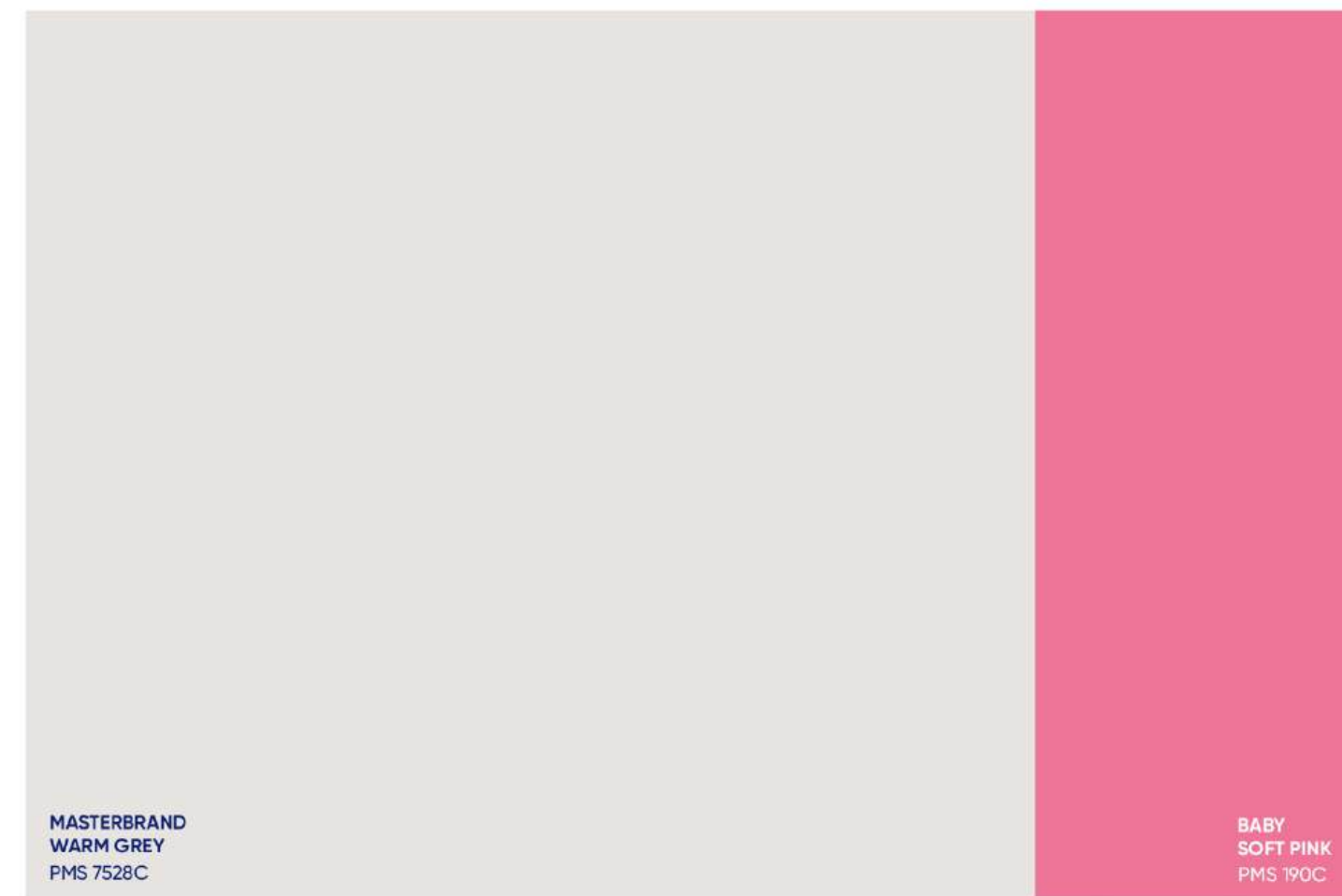
90%

10%

Examples

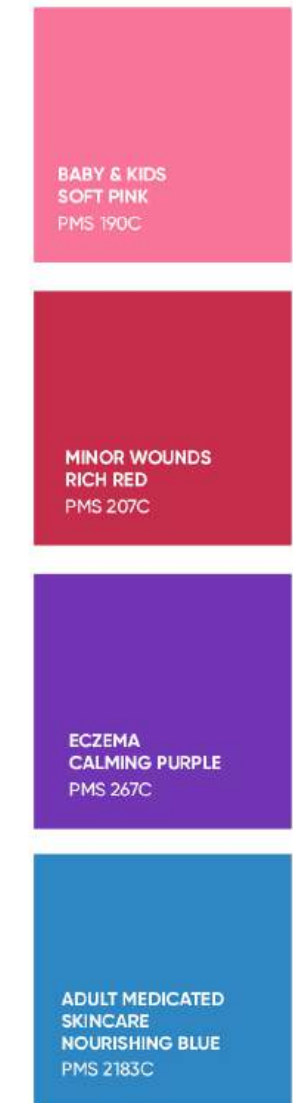
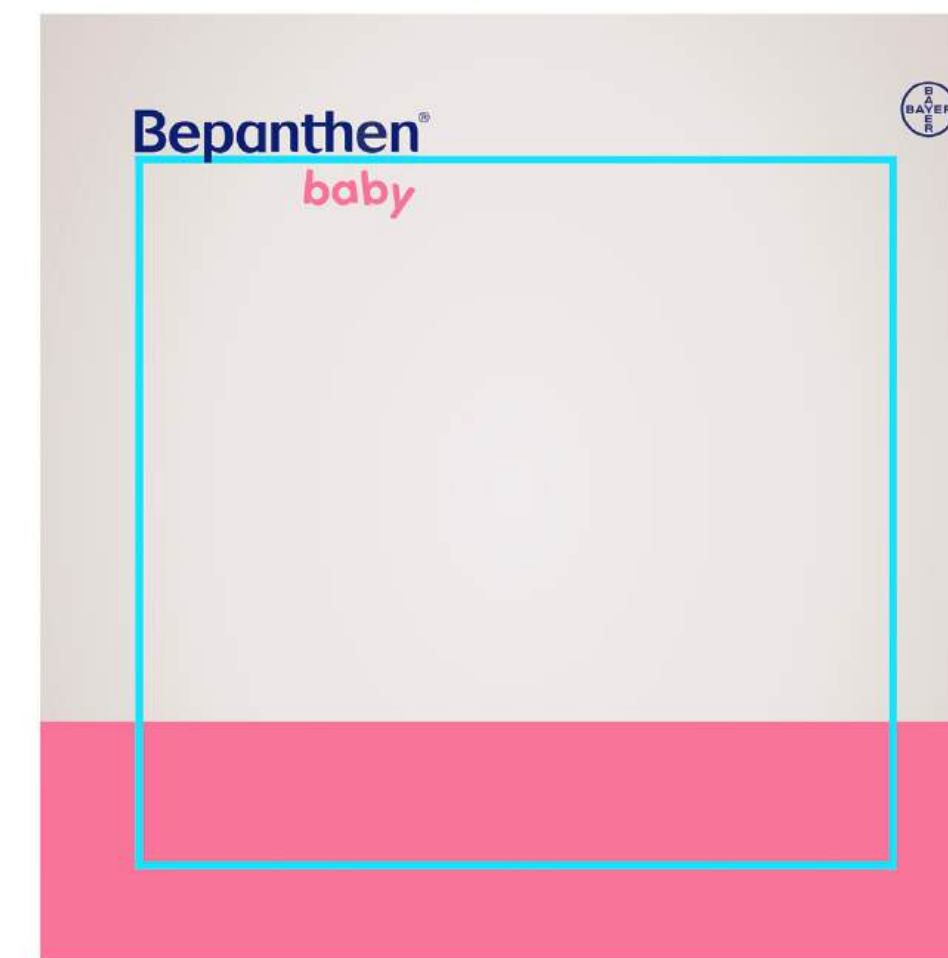


Maximum amount of franchise colour on the canvas



75%

25%





Typography

Strike through

Striking through words adds positivity by reversing the negative statement.

This approach might not be appropriate to all languages.



✗ DO NOT:

No changing the thickness of the strikethrough

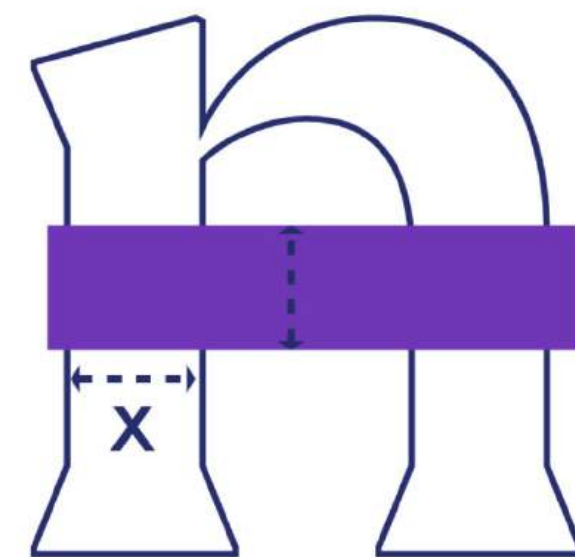
~~cannot~~

No changing the angle of the strikethrough

~~cannot~~

No changing the position of the strikethrough

~~cannot~~

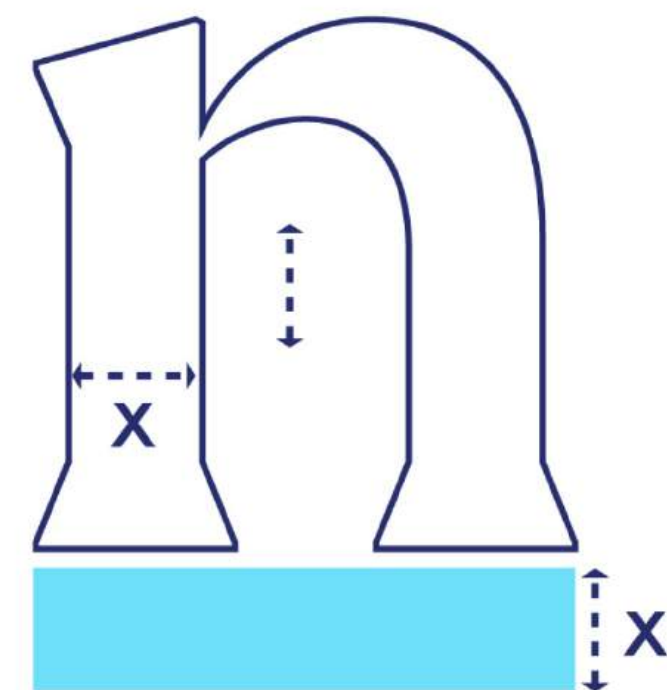


Thickness of the strikethrough

Typography

Underline

We choose to underline copy to add emphasis to words. This should not be overdone, and only used to accent 1 word, rather than multiple, to prevent it from losing meaning.



Thickness of the underline

✗ DO NOT:

No characters should be touching the underline

inside

No changing the length of the underline to be shorter than the word

inside

No changing the length of the underline to be longer than the word

inside

No underlining multiple words

**Healthy skin
from inside out**



Typography

Colour rules

For headlines and all body copy we use Masterbrand Dark Blue on either Warm Grey or Fresh Blue.

When using an underline, the colour must remain in the Fresh Blue when on Warm Grey, or the Masterbrand Dark Blue when appearing on our Fresh Blue.

Strikethroughs should only be used in the franchise colour it is representing. If used on Masterbrand approaches, then Fresh Blue should be used.

Healthy
skin from
inside out

Healthy
skin from
inside out

Eczema
~~cannot be~~
managed

Gentle yet effective skin health solutions that protect and restore skin from deep within

Eczema
~~cannot be~~
managed

Gentle yet effective skin health solutions that protect and restore skin from deep within

✗ DO NOT:

Healthy
skin from
inside out

Healthy
skin from
inside out

Healthy
skin from
inside out

Healthy
skin from
inside out

Healthy
skin from
inside out

Typography

Colour rules - Exceptions

There are a few exceptions to the colour rules detailed on the previous page. These are explained here.



In some cases, copy needs to be placed on franchise colour. This should stay in the Masterbrand Dark Blue for maximum visibility and accessibility.



In some cases, copy needs to be placed on franchise colour for Eczema. When this is needed, copy should reverse to white for maximum visibility, standout and accessibility.



Typography

Annotations

When pulling out interesting facts or key information we use our annotation style.

This involves a vertical central alignment of the on-pack icons, followed by the copy, and lastly a keyline pointer.

For these small scientific key points, the body copy can be used in the franchise colour, only when it appears on the Warm Grey. This application should not be overused and should only appear when accompanied with an icon that explains a scientific benefit.

NOTE: This is not applicable for the Baby franchise. As the on-pack icons for Baby are softer and have less of a scientific approach, we have alternative solutions for enhancing the key benefits of these products. See page 48 and 55.

DRY SKIN



ECZEMA



WOUNDS



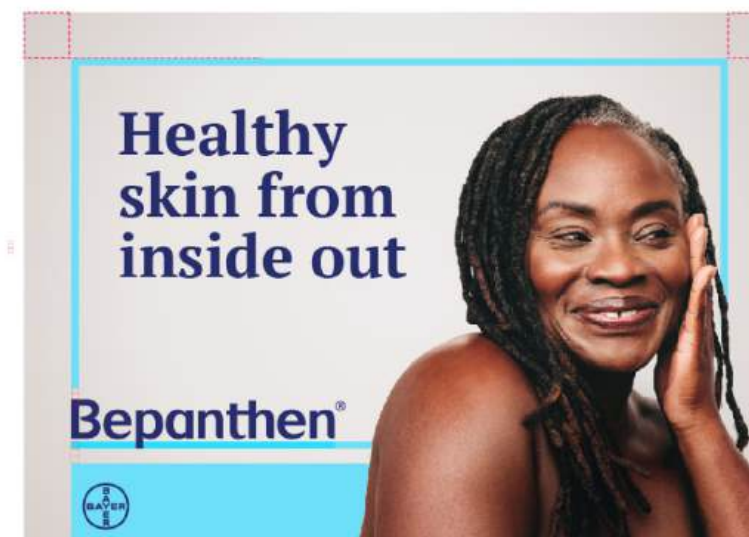
Iconography

Iconography messaging

Claims, Iconography and secondary graphics help to add reassurance to the communication.

They should be applied where they appropriately support the primary assets and the key messaging.

Claims can be in Masterbrand blue on warm grey, underline fresh blue or white



Warm Grey claim as a subtle watermark



Masterbrand blue claim for stronger impact

✗ DO NOT:



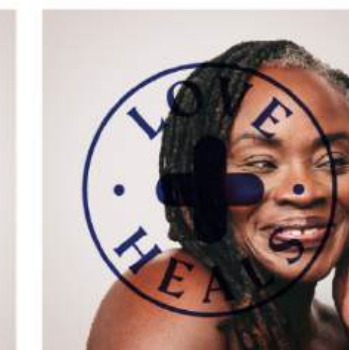
No large crops



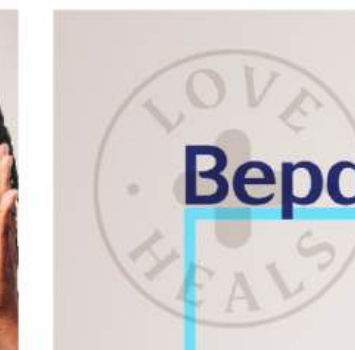
No over-rotating



No changing colour to Fresh Blue or Franchise



No covering peoples faces



No layering behind brandmark



Iconography

Additional Icons

Occasionally we need to use additional icons to call out specific scientific benefits. These icons should follow a similar visual style to the on-pack icons to keep consistency and a cohesive feel. This page shows an example of some additional icons created to help call out some claims within the Baby franchise.

These icons can be changed to dial up the Masterbrand colour or the Franchise colour depending on the application. The same rules apply to these as they do to the core pack icons - refer back to page 24 for guidance on this.

Here we see how additional icons have been created for use on the Amazon squares for the Baby franchise.

Example Masterbrand Icon Approach



To add more depth into some of the shapes, 2 tones of blue can be used; the Fresh Blue and the Masterbrand Light Blue. Overall, the Fresh Blue should be the most prominent colour with the Light Blue acting as secondary within the whole visual.

Example Franchise Icon Approach



When creating additional icons in more franchise-led colourways, be mindful of the amount of franchise colour used. Masterbrand Dark Blue and Fresh Blue should be the most prominent and consistent colours, with any extra touches or flourishes appearing in the franchise colour.



Example of how these icons could be used



Example of how these icons could be used



Iconography

Baby Cloud Icon

The Baby franchise has a softer and more playful approach to emphasise our Humanising creative principle. This is demonstrated by dialing up baby category codes such as the introduction of a soft blue cloud as part of the Wonderline frame, which always appears on the horizontal Wonderline.

This additional icon only appears on Baby, and does not need to be used across all touchpoints.



When the cloud is fully on the franchise background colour and without text, the cloud can appear as an outline only (taking on the franchise colour in the center).



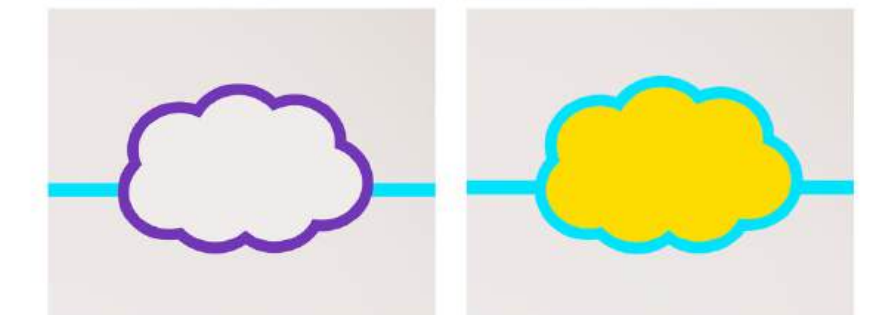
When the cloud is on top of Warm Grey, or when it is being used to hold informational copy or act as a call to action (eg. as a button on touchpoints like the website) the center is kept in the Warm Grey for clarity, and the type is always in Masterbrand Dark Blue.

✗ DO NOT:

No placing the cloud on a vertical axis



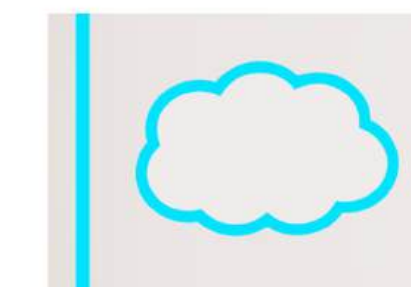
No changing the colour of the cloud other than Warm Grey or Baby pink



No overusing the cloud



No floating cloud, it should always be anchored by the horizontal axis



Photography

Principles



Soft lighting and muted tones

Photography compositions shouldn't be overtly colourful and lighting should have a diffused feeling.



Uplifting & Positive photography

Positivity is essential but must feel authentic, natural & not forced.



Real Moments, Real skin

Showing real skin, not overly photoshopped and true to life situation to drive realness.



Human connection

Warm human connection in all photography in real moments.



Lifestyle Photography

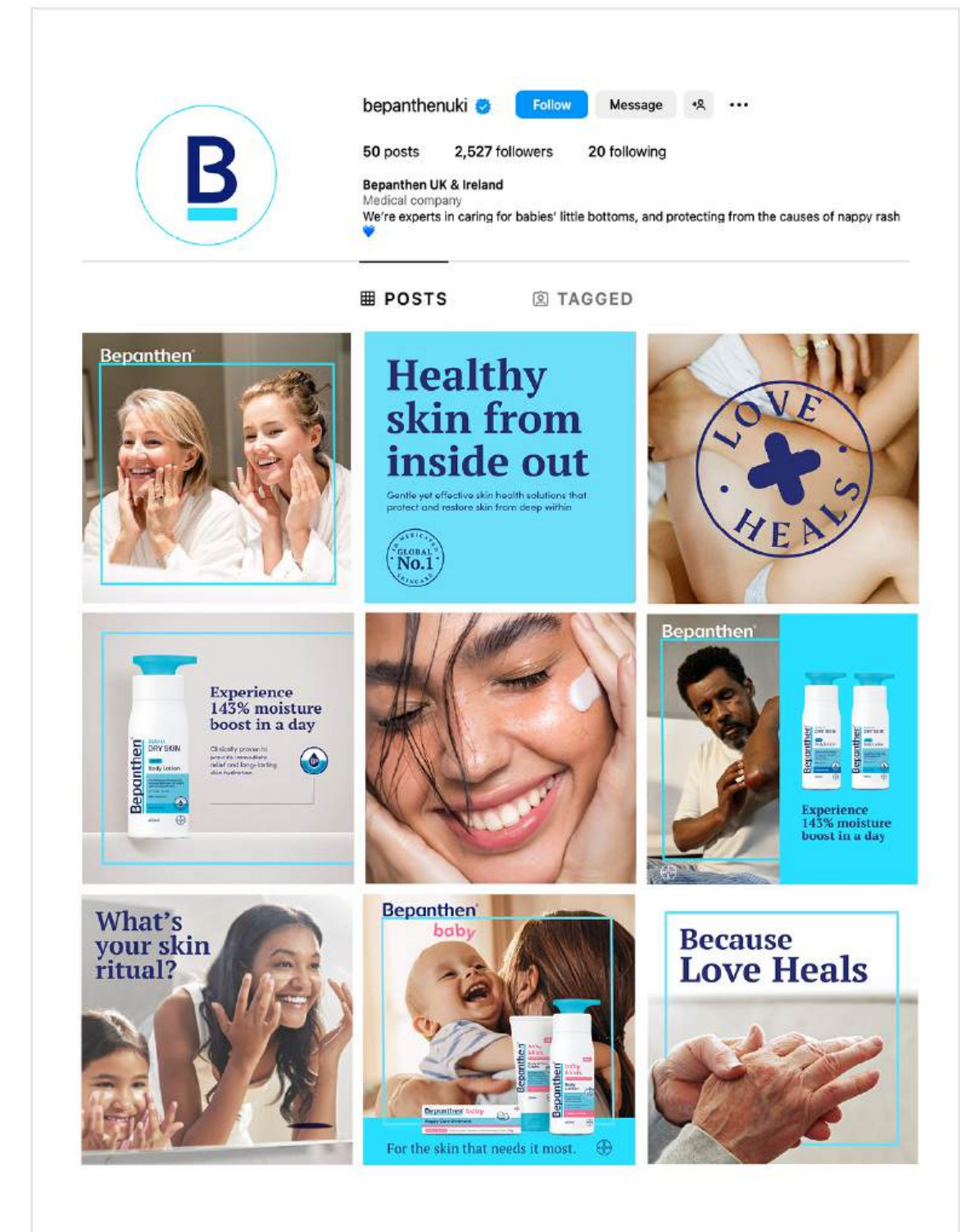
Creative Notes

- Caring & nurturing – human, kind, connections
- Active, out in nature, real life situations, human connections
- Showcase diversity within individuals and groups
- Positive but avoid too much 'unnatural' emotion
- Soft focused, natural light, neutral tones and avoid saturation
- Neutral shades of colour for the background

NOTE: Avoid too much background noise/busy compositions, (colour and content) to ensure talent focus



Examples



✗ DO NOT:



No editorial or un-natural styling



No gimmicks or overly cheesy / staged moments



No shooting content in a medical or clinical setting



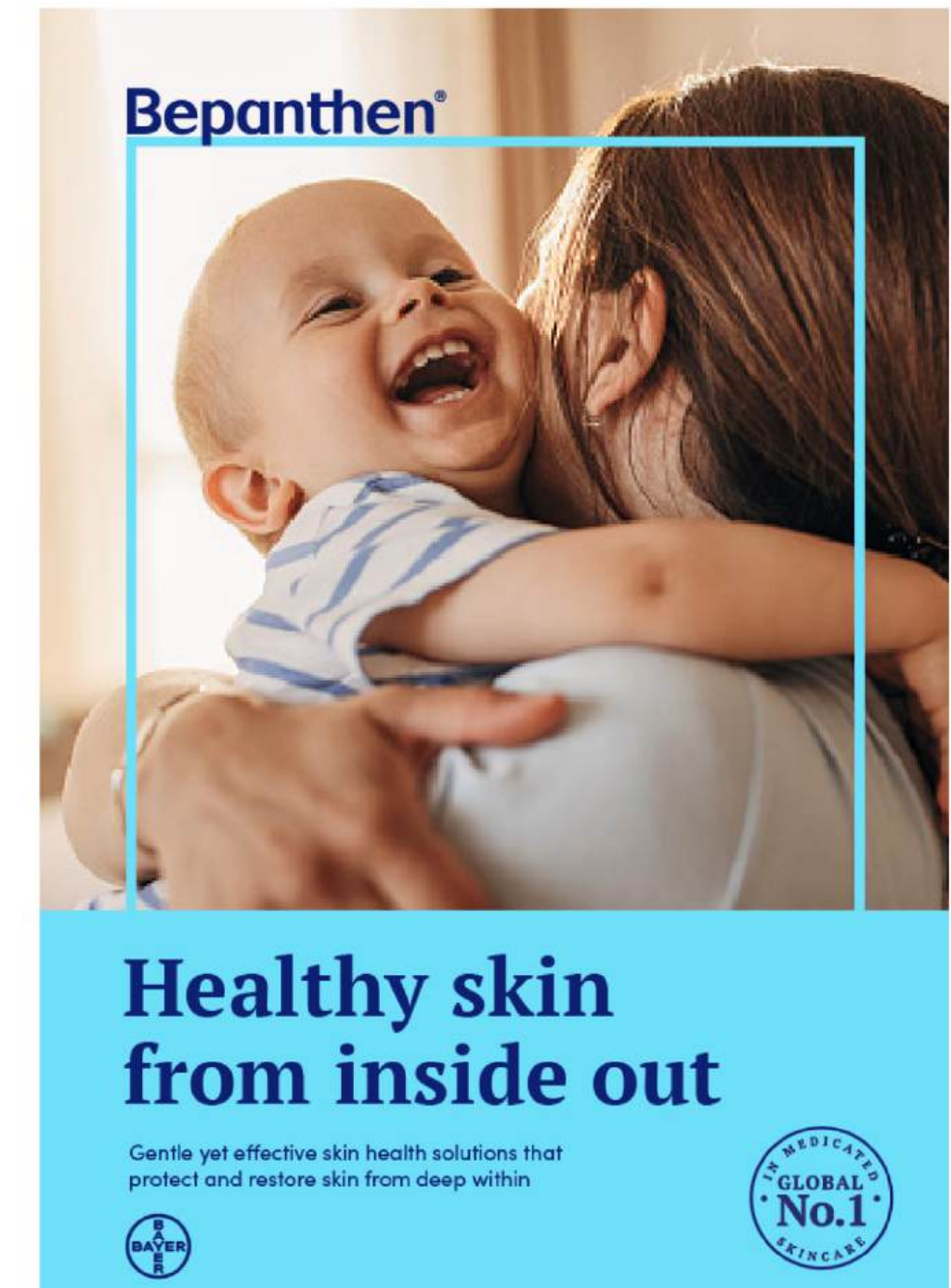
Talent Photography

Creative Notes

- Simple compositions
- Emotional connections & authentic
- Clean backgrounds with neutral tones soft
- Diffused light / not too bright
- Exudes warmth and being human not staged
- Diverse talents used with minimal make-up who are natural optimistic and confident about how they look
- Consider singular and multiple people to promote connection



Examples



✗ DO NOT:



No staged or overly artistic styling



No images where the child looks upset or in pain



No artificial lighting and clinical white backgrounds



Skin Photography

Creative Notes

- Embrace positivity & optimism
- Real skin problems and close-up to show textures and colour
- Show settings for outdoors and indoors
- Macro-detailing showing scars / blemishes. Real people with natural looking skin
- Neutral colour tones to background
- Product in use and applied on skin

NOTE: Ensure closeups are recognisable as to body composition and avoid being too focused on faces and steering towards the beauty category.



Examples



✗ DO NOT:



No overly dark lighting or backgrounds



No substantial wounds or anything gory



No brightly coloured backgrounds or patterns



Pack Photography

Creative Notes

- Simple compositions / soft light avoid harsh highlights and shadows
- When grounded on a surface, products should cast an angled shadow as demonstrated
- Products held in hand in lifestyle shots are well lit with simple uncomplicated backgrounds
- Products can also be grounded by adding a simple drop shadow when placed on the franchise colour
- Soft shadows cast down against the wall to add interest and depth
- Background not overexposed & used to create depth in the composition
- Natural nude tone background across all product shots that will be consistent for all the ranges (see swatch)

PMS 7528C



Examples



DO NOT:



No dark / moody lighting or backgrounds



No fussy or overly playful styling



No clinical or sterile styling / props (eg chemistry equipment)



Photography Accents

For Wound, Derma & Eczema

When highlighting a product or benefit, a close-up image of the product applied to the skin can be used to emphasize its efficacy and strengthen the RTB.

The featured body part should be isolated against the Warm Grey background, with a clearly visible keyline circle. This circle should be half the thickness of the Wonderline, with the accompanying keyline appearing noticeably finer than the circle itself. A packshot must also be included to visually represent the product addressing the concern.

We only use this technique on Dry Skin, Eczema and Wound ranges.

Bepanthen® ECZEMA
Eczema cannot be managed

Clinically proven complete solutions to repair and protect eczema-prone skin

Bepanthen® ATOPIC ECZEMA NEW
Treatment Cream
CORTISONE FREE | Relieves Itch in 30 Minutes | Restores Skin Barrier | 50g

Bepanthen® DERMA
Effective relief from dry & rough skin

Clinically proven to provide both immediate relief and long-lasting skin hydration

Bepanthen® DERMA
Intensive Repairing Ointment
CORTISONE FREE | Soothes and naturally repairs skin barrier | Clinically proven - 100g

Bepanthen® ECZEMA
Eczema cannot be managed

Clinically proven complete solutions to repair and protect eczema-prone skin

Bepanthen® ATOPIC ECZEMA
Treatment Cream
CORTISONE FREE | Relieves Itch in 30 Minutes | Restores Skin Barrier | 50g

Clinically proven complete solutions to repair and protect eczema-prone skin

✗ DO NOT:

No full bleed imagery. Technique used on isolated skin/body parts only.



No increasing the thickness of the circle so that it is bigger than the Wonderline



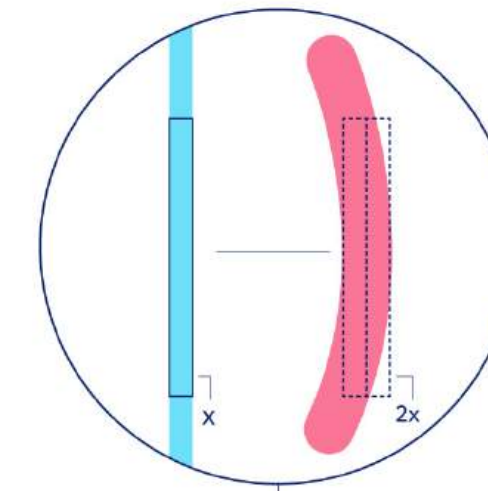
No highlighting in the wrong franchise colour



Photography Accents

Baby only

Baby has a softer, playful approach using touches of illustrations to accent and highlight areas of the body and affected areas.



The accent line should be 2x the thickness of the Wonderline



✗ DO NOT:

The Baby accents shouldn't be overdone, and should only highlight the affected area.



No changing colour of the baby accent



Not used on any imagery with baby across any of the other franchises



The Warm Grey background

We add tone to the Warm Grey when used with talent photography and product photography to add warmth and depth.

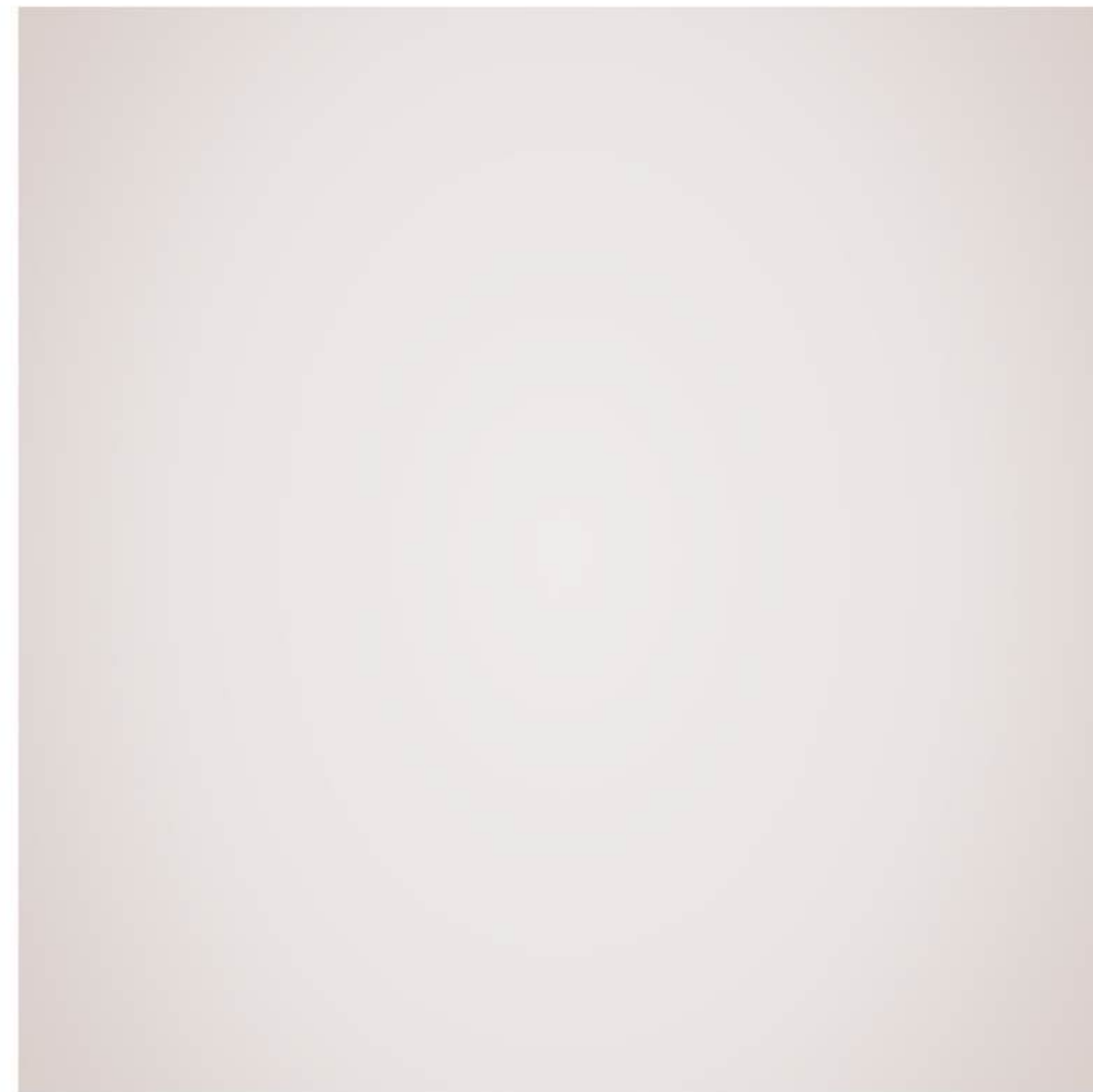
Ensure tonally we are close to the Masterbrand Warm Grey.

See the assets provided for guidance on colour and tonal values

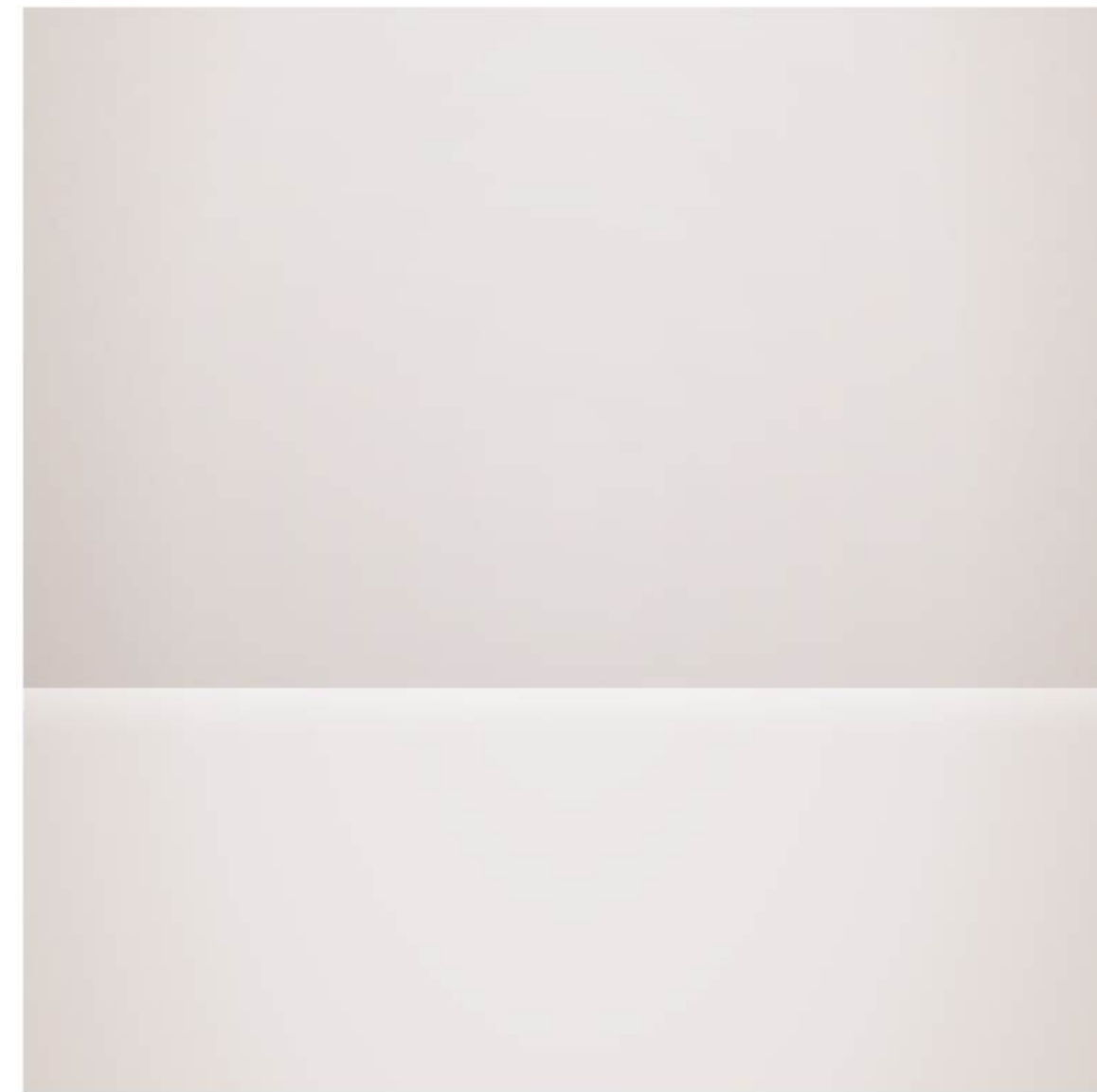


PMS 7528C

Talent Photography

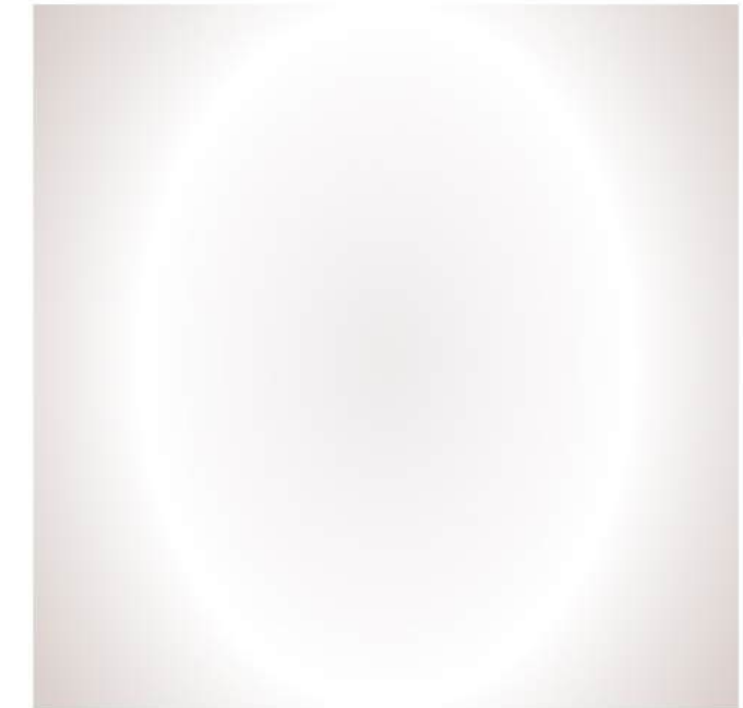


Product Photography

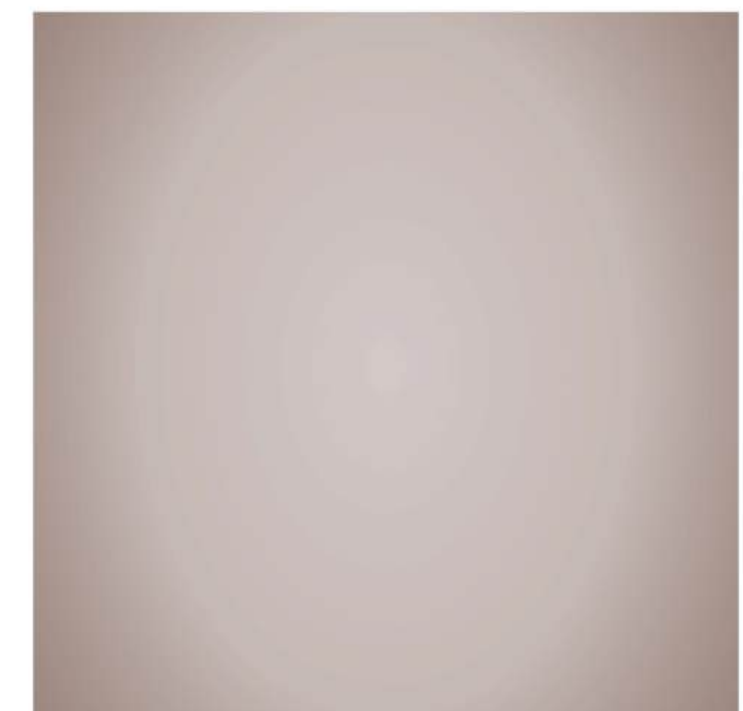


✗ DO NOT:

Never make the Warm Grey lighter with white, this would feel less natural and over exposed



Never change the Warm Grey background to be darker



Photography

Isolated Skin talent images

Background

The shift of grey as outlined in page 56 should be used behind the photography to help add softness and warmth and to avoid feeling too stark and unnatural.

The glow should be behind the talent imagery and there shouldn't be any harsh shadows cast.



✗ DO NOT:

No harsh or contrasting glows or gradients behind the talent



No changing the colour of the background

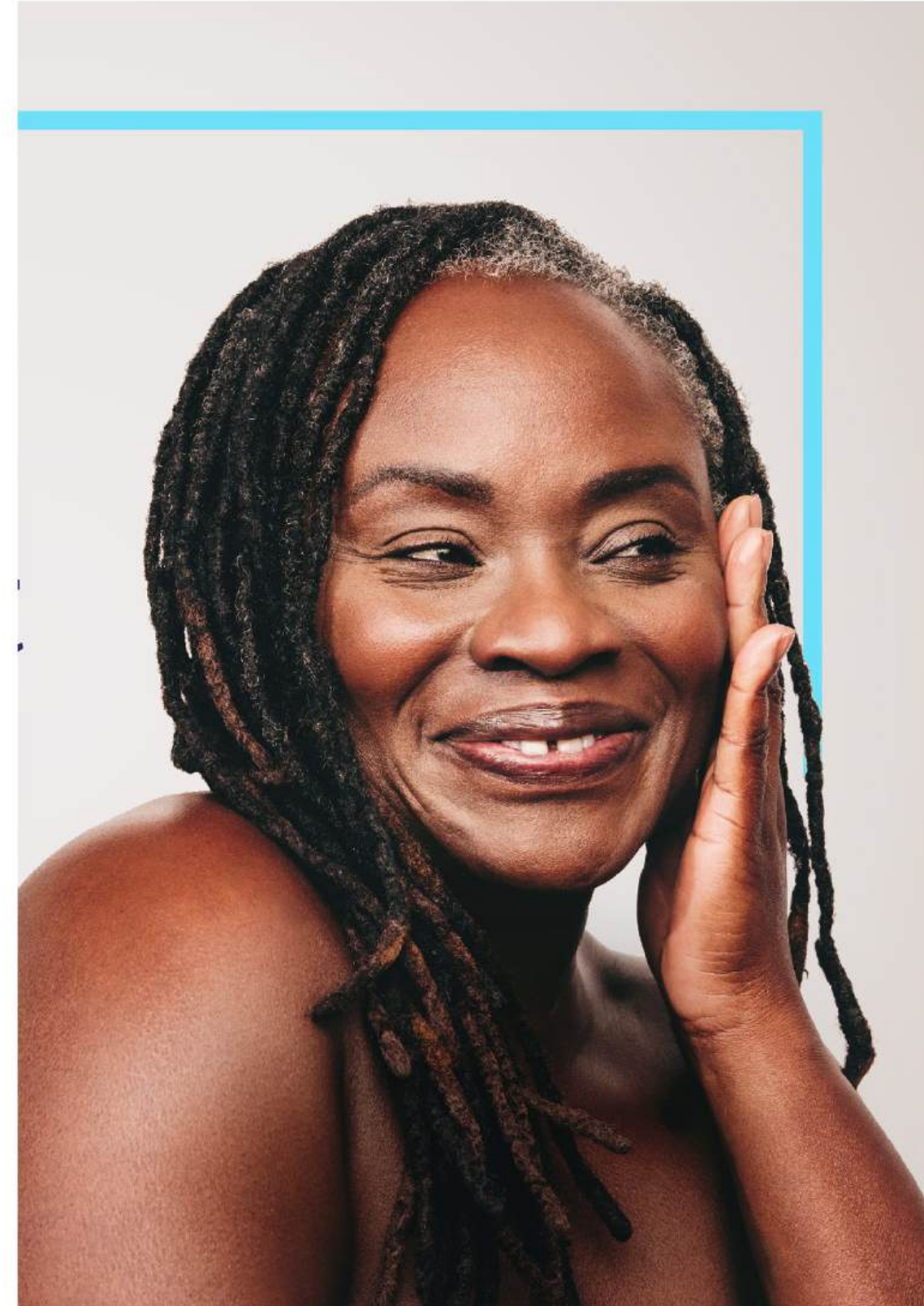


No drop shadow



Wonderline with talent

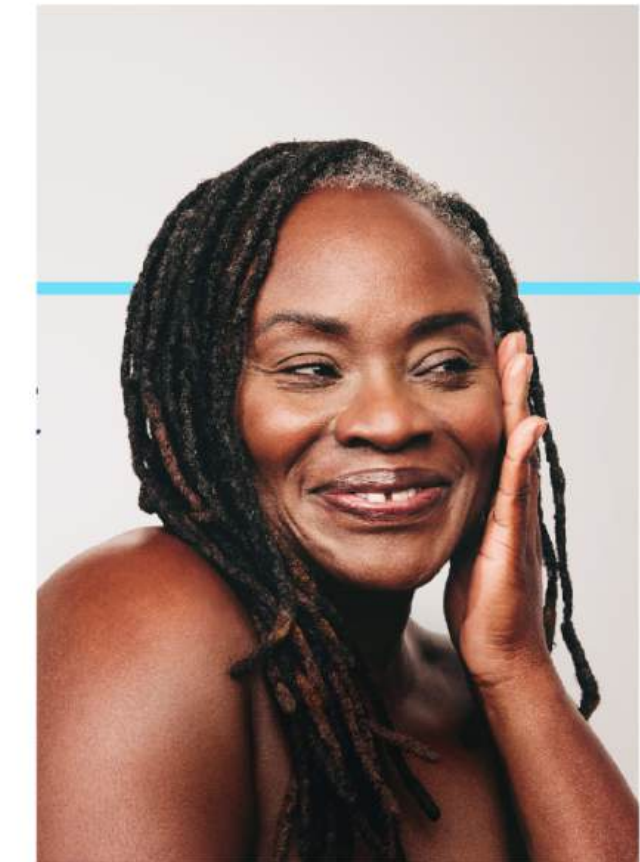
The Wonderline should primarily be used as a framing for all talent and imagery and careful attention should be paid to how the line interacts with these assets.



The Wonderline can interact with talent photography at most parts of the body - ie hands

✗ DO NOT:

No cutting through middle of people's heads or interacting with body parts in unusual ways





Wonderline with Product

Showing how the Wonderline and colour ratios can be applied across product photography.

4 Sided Wonderline

A full frame, with the Wonderline running behind the product range



3 Sided Wonderline

The Wonderline enters and exits via the colour block



2 Sided Wonderline

The Wonderline enters from outside the canvas and exits via the colour block



Positioning

Products should always be grounded on a surface whether it be in the Warm Grey scene itself or on a colour blocking area at the base. More information on each approach can be found on the next page.

Alignment

The packs must align with the line in some way - some examples here showing how.



✗ DO NOT:

When overlaying pack shots on top of the line, always align the brand with any horizontal line on the pack.





Wonderline & Colour Blocking

The combination of the Wonderline and Masterbrand / Franchise colour blocks have two approaches to allow us to stretch the visual signposting impact required for Masterbrand or Franchise.

We feel that having a mixture of both approaches is important to widen the brandworld and allow flexibility, minimising repetition.

Approach A takes on a more trusted and reliable look and feel. This can be used when we want to enhance the scientific nature of a product or when we want to reduce the amount of Masterbrand or Franchise colour. Due to the contained nature of the Wonderline and the products, this approach dials up the Dependable aspect of Bepanthen.

Approach B has a more playful, approachable feel - with the increased use of the Masterbrand or Franchise colour and the looser method of allowing the Wonderline and products to overlap and interact. This can be used when we want to emphasise the Humanising nature of Bepanthen.



Approach A



Approach B



Wonderline in KV's

Approach A: Underpinned Colour

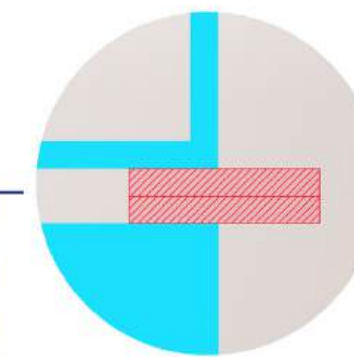
The Masterbrand or Franchise colour sits separately below the frame.

NOTE: BRANDMARK USAGE ON KV'S
A Bepanthen brandmark is not required in the Wonderline if: the KV only includes packshots, provided that the brandmark is prominent and clearly visible.



There is a border of 10% of the canvas width around the Wonderline.

The thickness of the Wonderline is based on the size of the Bepanthen brandmark (guidelines for this are stated on page 27)



The gap is double the thickness of the Wonderline.

10% of the canvas height is used for franchise or masterbrand colour, with the width finishing with the Wonderline.

Example:





Wonderline in KV's

Approach A: Underpinned Colour

These rules apply to all formats; portrait, landscape and square, and whether the Wonderline has 2, 3 or 4 sides.

BRANDMARK POSITION

If using the brandmark on larger or portrait formats, the Wonderline starts at 10%



If using the brandmark on square and landscape formats, the top of the lowercase letters should start just below the 10% line to allow sufficient space around the brandmark



Masterbrand Approach:



Franchise Approach:



When using product and photography together, they can interact with the colour block as demonstrated.

When using isolated packshots, we bring in this surface line for the products to sit on. They are all contained within the Wonderline with no overlap.



Wonderline in KV's

Approach B: Overlapping Colour

The Masterbrand or Franchise colour overlaps the frame allowing integration between elements and more colour impact.

NOTE: BRANDMARK USAGE ON KV'S
A Bepanthen brandmark is not required in the Wonderline if: the KV only includes packshots, provided that the brandmark is prominent and clearly visible.



There is a border of 10% of the canvas width around the Wonderline.

The thickness of the Wonderline is based on the size of the Bepanthen brandmark (guidelines for this are stated on page 27.)

The colour continues above the Wonderline, taking up 15-25% of the canvas.

Unlike Approach A, the Wonderline at the bottom also has a border of 10% of the canvas height surrounding it.

Example:



Wonderline in KV's

Approach B: Overlapping Colour

These rules apply to all formats; portrait, landscape and square, and whether the Wonderline has 2, 3 or 4 sides.

BRANDMARK POSITION

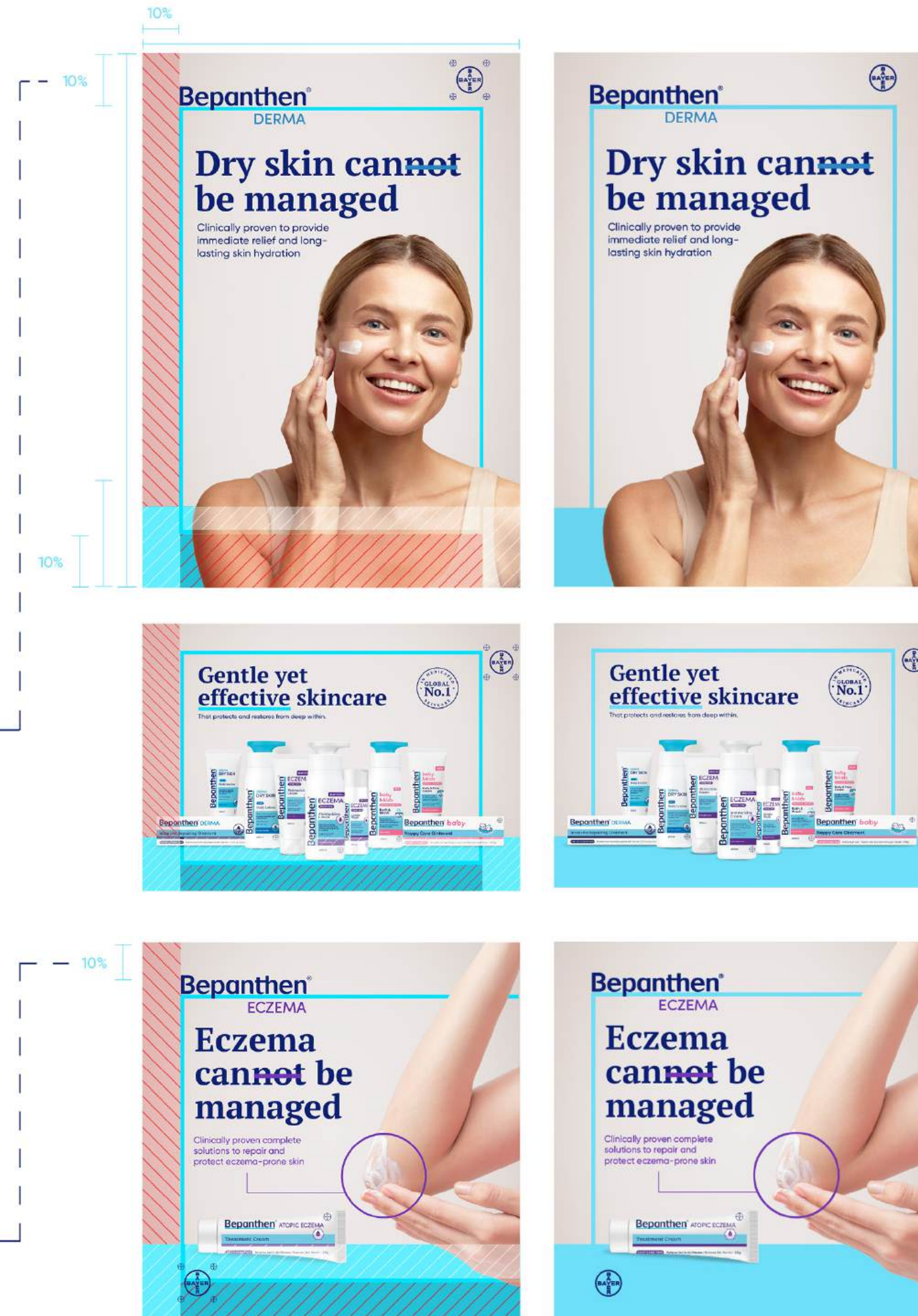
If using the brandmark on larger or portrait formats, the Wonderline starts at 10%



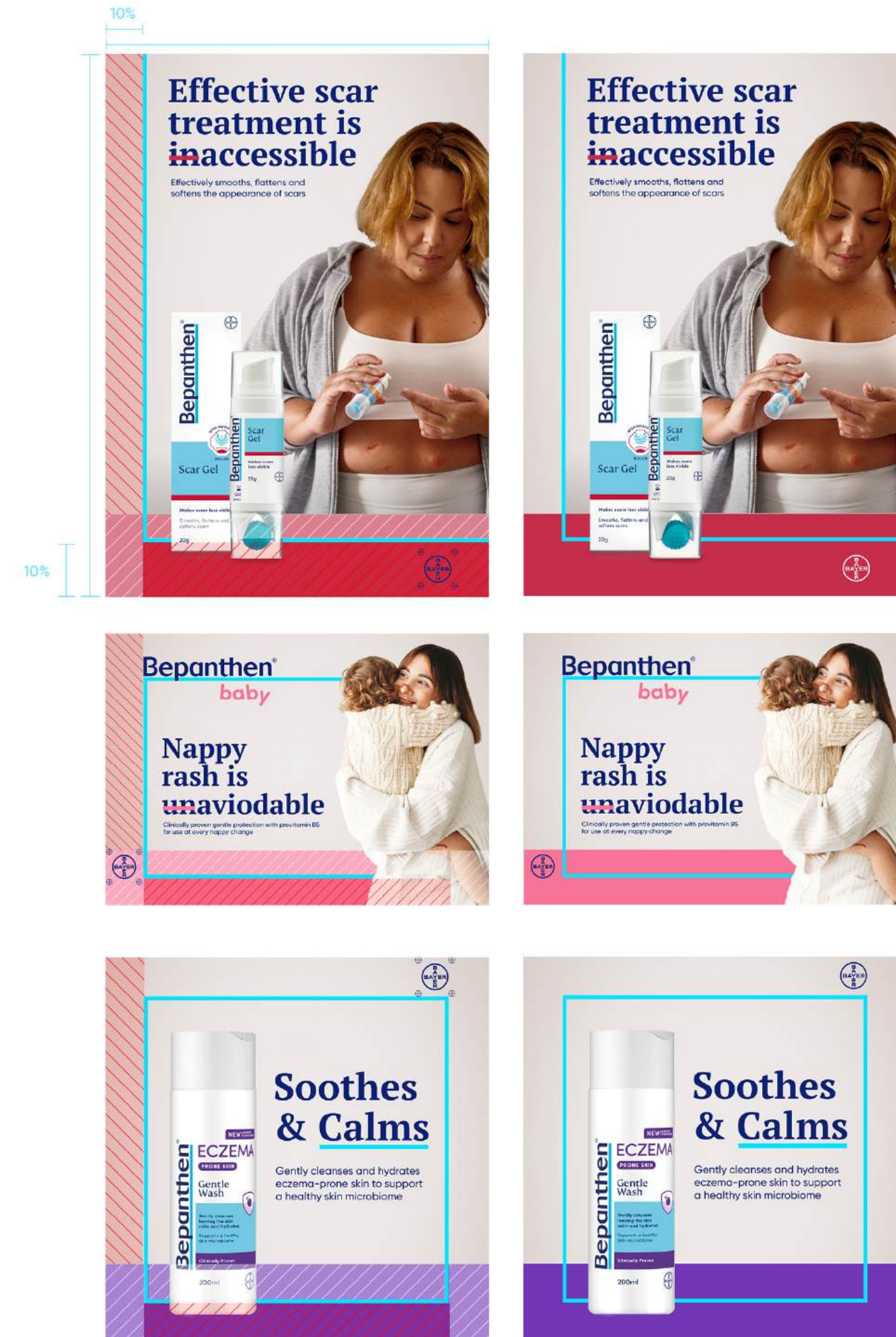
If using the brandmark on square and landscape formats, the top of the lowercase letters should start just below the 10% line to allow sufficient space around the brandmark



Masterbrand Approach:



Franchise Approach:



When using product and photography together, they can interact with the colour block as demonstrated.



When using packshots, the colour block acts as the surface. The packshots can overlap the Wonderline.



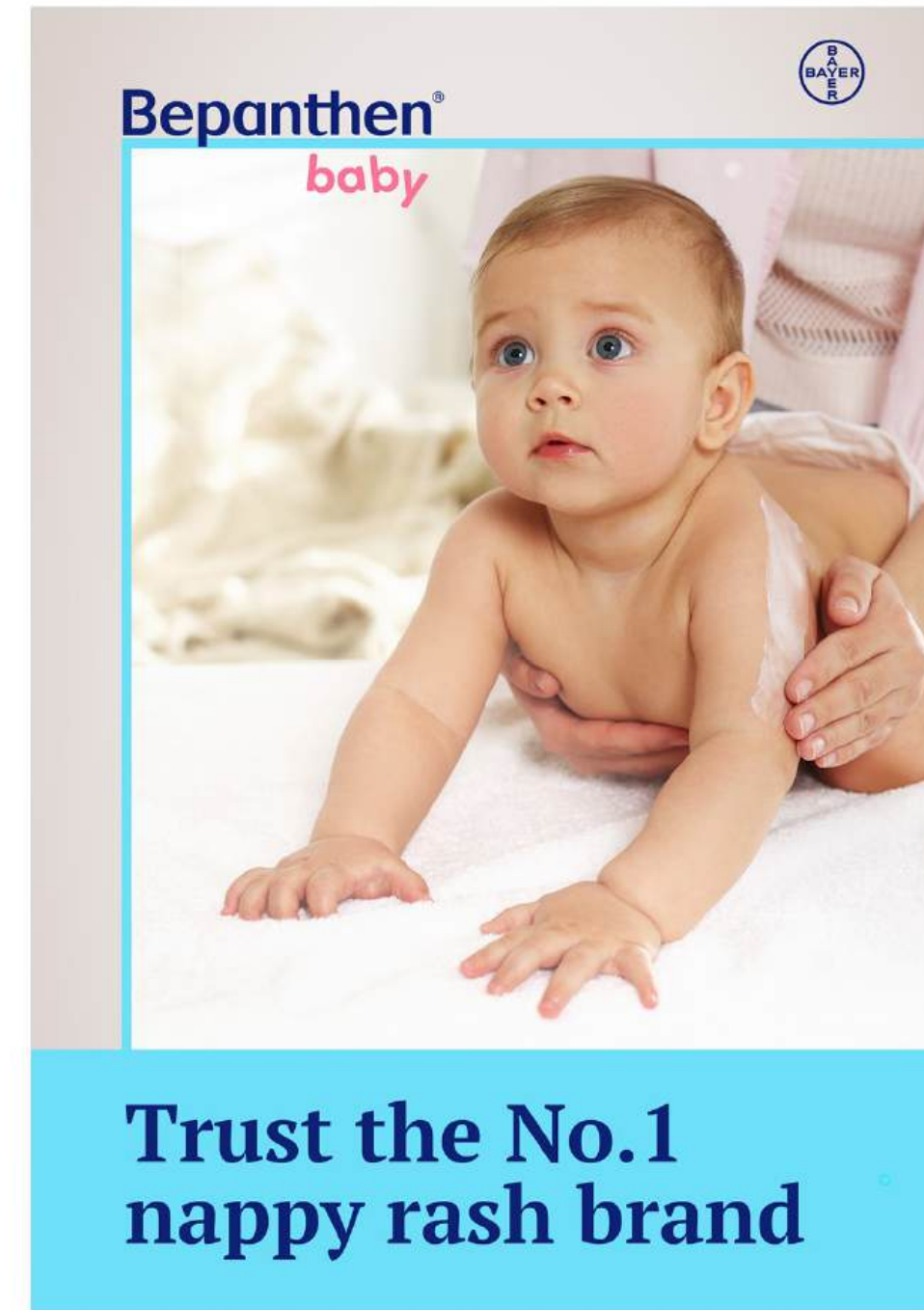
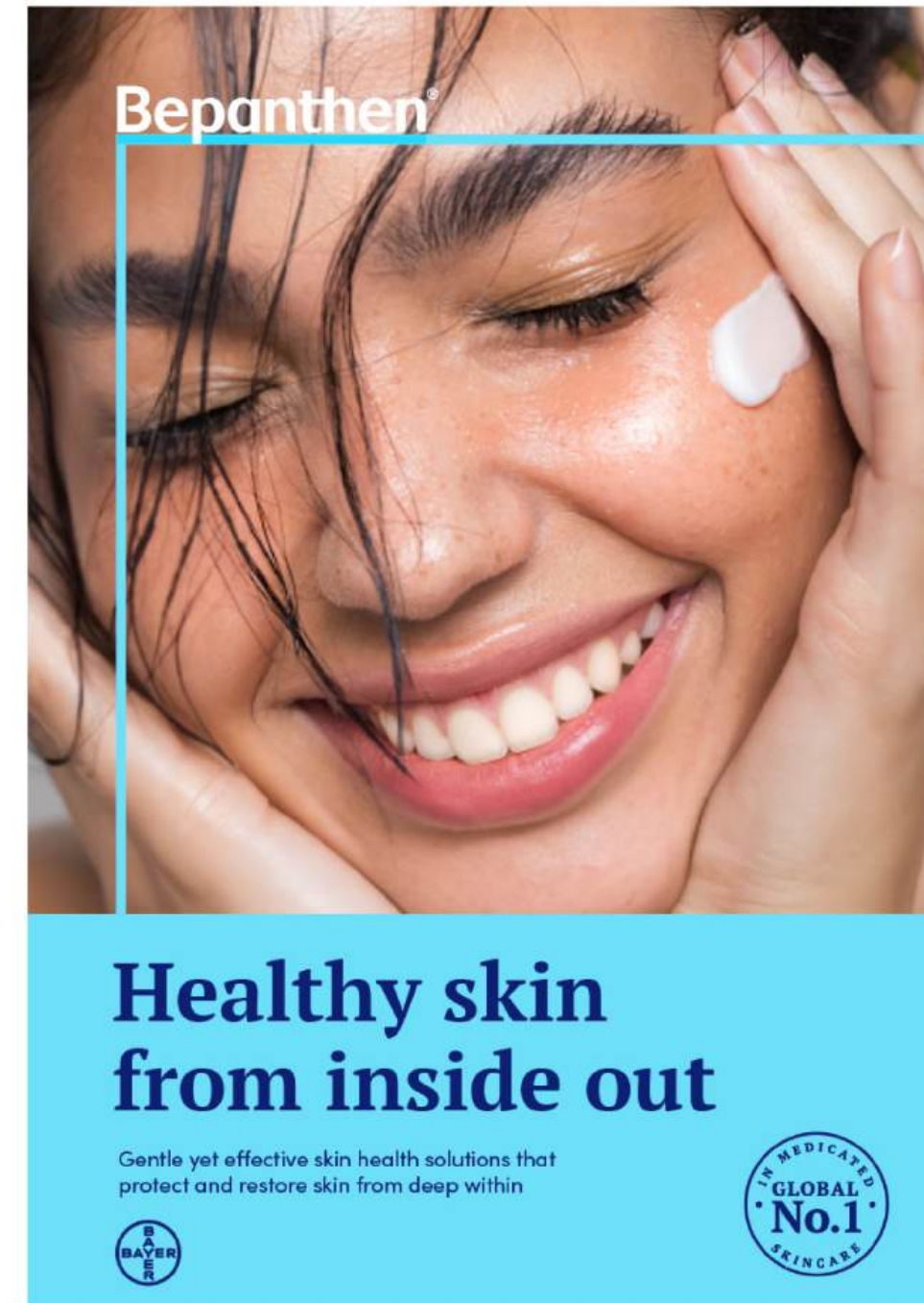


Wonderline in KV's

With full bleed photography

Full bleed photography brings impact and focus on emotion. The Wonderline frame rules apply for 4,3 and 2 sides, ensuring considered placement of lines interaction.

The Wonderline frame can also contain the imagery as demonstrated, using creative consideration on composition and cropping.



✗ DO NOT:

No interacting or breaking the line over imagery



No other angle should be used for the line



No key part of the face or image should be obscured by the line



4.0

Activating Bepanthen across funnel



Awareness

Consideration

Purchase

Visual & Verbal Elements:

- Short, memorable and emotive messaging
- Simple, confident tone of voice
- Large-format lifestyle photography
- Emotional facial expressions and moments
- Simple, uncluttered compositions

Example Touchpoints:

- Out of home
- Print media
- Brand Website (homepage)
- E-Comm banner ads and landing pages
- TVCs and online videos
- Social media hero content

Visual & Verbal Elements:

- Problem-solution statements
- Product category descriptions
- Benefit-led headlines
- Condition-specific language
- Mix of lifestyle and product shots
- Specific skin condition visuals
- Product range groupings
- Problem-area close-ups
- Educational content

Example Touchpoints:

- Brand website category pages
- E-Comm product pages
- Email marketing
- Social media content
- Targeted digital ads
- In-store displays

Visual & Verbal Elements:

- Product performance statistics
- Specific usage scenarios
- Scientific mode of action language
- Efficacy and reassurance
- Product-specific visuals
- Clear, individual packaging shots
- Application demonstrations
- Emotive results-focused imagery

Example Touchpoints:

- Brand website product pages
- E-Comm product pages
- Social media product specific
- Targeted digital ads
- At shelf point of sale

Awareness

Consideration

Purchase

Masterbrand



Baby



Adult Medicated Skin





KV's

General Masterbrand

For a single-minded Masterbrand approach with strong hits of Fresh Blue. This approach can be used to showcase the overall Bepanthen messaging, accompanied by isolated or full bleed photography, as well as mixed franchise packshots. General Masterbrand copylines are used here that aren't franchise specific, to connect to a wider audience.

NOTE: The colour ratio rules found on page 39 come into play here, with Fresh Blue taking up between 10-50% of the canvas.

Approach 1

Use of Warm Grey background to isolate talent, singular or 2 people for a cleaner more expert approach

Bepanthen®

Healthy skin from inside out

Gentle yet effective skin health solutions that protect and restore skin from deep within

IN MEDICATED SKINCARE
GLOBAL No.1

Bepanthen®

Healthy skin from inside out

Gentle yet effective skin health solutions that protect and restore skin from deep within

IN MEDICATED SKINCARE
GLOBAL No.1

Bepanthen®

Healthy skin from inside out

Gentle yet effective skin health solutions that protect and restore skin from deep within

IN MEDICATED SKINCARE
GLOBAL No.1

Bepanthen®

Healthy skin from inside out

Gentle yet effective skin health solutions that protect and restore skin from deep within

IN MEDICATED SKINCARE
GLOBAL No.1

Approach 2

We use close up photography for more impact and emotional engagement/ more lifestyle approach. Here we can reverse the landmark for more standout.

Bepanthen®

Healthy skin from inside out

Gentle yet effective skin health solutions that protect and restore skin from deep within

IN MEDICATED SKINCARE
GLOBAL No.1

Bepanthen®

Healthy skin from inside out

Gentle yet effective skin health solutions that protect and restore skin from deep within

IN MEDICATED SKINCARE
GLOBAL No.1

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Healthy skin from inside out

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IN MEDICATED SKINCARE
GLOBAL No.1

Bepanthen®

Healthy skin from inside out

Gentle yet effective skin health solutions that protect and restore skin from deep within

IN MEDICATED SKINCARE
GLOBAL No.1



Wound KV's

Masterbrand approach

For a single-minded Masterbrand approach with strong hits of Fresh Blue, accompanied by the franchise specific headlines, talent and pack photography.

This approach would not always be used in isolation - a mixture of both the Masterbrand and Franchise approaches can be used along the consumer journey to balance out the impact of Fresh Blue vs Franchise colour.

Refer to page 68 to see how this balance is created.

NOTE: BRANDMARK USAGE ON KV'S
A Bepanthen brandmark is not required in the Wonderline if: the KV only includes packshots, provided that the brandmark is prominent and clearly visible.

Bepanthen®
WOUNDS

Fast healing is impossible

Bepanthen® FIRST AID
Antiseptic Healing Cream

Disinfects and heals without stinging | Clinically Proven | 100g

Bepanthen®
WOUNDS

Effective healing is impossible

Clinically proven to accelerate healing and provide immediate pain relief

Bepanthen®
WOUNDS

Protects & Heals

Clinically proven to accelerate healing and provide immediate pain relief from minor wounds

Bepanthen® FIRST AID
Healing Gel

Accelerates healing
Immediate pain relief through direct cooling
50g

Bepanthen®
WOUNDS

Fast healing is impossible

Heal fast with Bepanthen Wounds range

Bepanthen® FIRST AID
Antiseptic Healing Cream

Disinfects and heals without stinging | Clinically Proven | 100g

Bepanthen® FIRST AID
Healing Gel

Accelerates healing
Immediate pain relief through direct cooling
50g

Bepanthen® FIRST AID
Cooling Foam Spray

Soothes and cools minor burns and light sunburn
Clinically proven
75ml

Bepanthen®
WOUNDS

Disinfects & Heals

Bepanthen heals without pain or stinging for effective relief

Bepanthen® FIRST AID
Antiseptic Healing Cream

Disinfects and heals without stinging | Clinically Proven | 100g

Bepanthen®
WOUNDS

Disinfects & Heals

Bepanthen Wound care speeds up healing without pain or stinging for effective relief



Wound KV's

Franchise approach

For a more franchise focused approach, the Fresh Blue can be swapped out with the franchise colour for more signposting.

This approach would not always be used in isolation - a mixture of both the Masterbrand and Franchise approaches can be used along the consumer journey to balance out the impact of Fresh Blue vs Franchise colour.

Refer to page 68 to see how this balance is created.

NOTE: The colour ratio rules found on page 40 come into play here, with the franchise colour never taking up more than 25% of the canvas.

BRANDMARK USAGE ON KV'S
A Bepanthen brandmark is not required in the Wonderline if: the KV only includes packshots, provided that the brandmark is prominent and clearly visible.

Bepanthen®
WOUNDS

Protects & heals without stinging

Clinically proven to accelerate healing and provide immediate pain relief from minor wounds

Bepanthen®
FIRST AID

Healing Gel

Protects & heals without stinging

Clinically proven to accelerate healing and provide immediate pain relief from minor wounds

Bepanthen®
WOUNDS

Disinfects & Heals

Bepanthen heals without pain or stinging for effective relief

Bepanthen® FIRST AID
Antiseptic Healing Cream

Disinfects and heals without stinging | Clinically Proven | 100g

Bepanthen®

Fast healing is impossible

Heal fast with Bepanthen Wounds range

Bepanthen® FIRST AID
Antiseptic Healing Cream

Disinfects and heals without stinging | Clinically Proven | 100g

Bepanthen® FIRST AID
Healing Gel

Accelerates healing, immediate pain relief through direct cooling

Bepanthen® FIRST AID
Cooling Foam Spray

Soothes and cools minor burns and light sunburns. Clinically proven.

Effective scar treatment is inaccessible

Effectively smooths, flattens and softens the appearance of scars

Bepanthen® Scar Gel

Makes scars less visible. Smooths, flattens and softens scars.

Bepanthen®
WOUNDS

Protects & Heals

Bepanthen Wound care speeds up healing without pain or stinging for effective relief



Eczema KV's

Masterbrand approach

For a single-minded Masterbrand approach with strong hits of Fresh Blue, accompanied by the franchise specific headlines, talent and pack photography.

This approach would not always be used in isolation - a mixture of both the Masterbrand and Franchise approaches can be used along the consumer journey to balance out the impact of Fresh Blue vs Franchise colour.

Refer to page 68 to see how this balance is created.

NOTE: BRANDMARK USAGE ON KV'S

A Bepanthen brandmark is not required in the Wonderline if: the KV only includes packshots, provided that the brandmark is prominent and clearly visible.

Bepanthen[®]
ECZEMA

Eczema cannot be managed

Clinically proven complete solutions to repair and protect eczema-prone skin

Bepanthen[®] ATOPIC ECZEMA
Treatment Cream
CORTISONE FREE | Relieves Itch in 30 Minutes | Restores Skin Barrier | 50g

Bepanthen[®]
ECZEMA

Soothes & Calms

Relieves itching and redness in 30 minutes and protects the skin in between flare-ups

Bepanthen[®] ATOPIC ECZEMA
Treatment Cream
CORTISONE FREE | Relieves Itch in 30 Minutes | Restores Skin Barrier | 50g

Bepanthen[®]
ECZEMA

Eczema cannot be managed

Clinically proven complete solutions to repair and protect eczema-prone skin

Bepanthen[®] ATOPIC ECZEMA
Treatment Cream
NEW
CORTISONE FREE | Relieves Itch in 30 Minutes | Restores Skin Barrier | 50g

Bepanthen[®]
ECZEMA

Eczema cannot be managed

Protects the skin in between flare-ups, and hydrates & protects the skin from dryness and redness

Bepanthen[®]
ECZEMA

Soothes & Calms

Clinically proven to relieve itching & redness within 30 minutes for long-lasting skin protection

Discover the complete range of Bepanthen Eczema

Clinically proven complete solutions to repair and protect eczema-prone skin

Bepanthen[®] ATOPIC ECZEMA
Treatment Cream
CORTISONE FREE | Relieves Itch in 30 Minutes | Restores Skin Barrier | 50g

Bepanthen[®] ATOPIC ECZEMA
Eyelid Treatment Cream
CORTISONE FREE | Relieves Itch in 30 Minutes | Restores Skin Barrier | 10g

Bepanthen[®] ECZEMA
Gentle Wash
NEW
CORTISONE FREE | Relieves Itch in 30 Minutes | Restores Skin Barrier | 200ml



Eczema KV's

Franchise approach

For a more franchise focused approach, the Fresh Blue can be swapped out with the franchise colour for more signposting.

This approach would not always be used in isolation - a mixture of both the Masterbrand and Franchise approaches can be used along the consumer journey to balance out the impact of Fresh Blue vs Franchise colour.

Refer to page 68 to see how this balance is created.

NOTE: The colour ratio rules found on page 40 come into play here, with the franchise colour never taking up more than 25% of the canvas.

BRANDMARK USAGE ON KV'S
A Bepanthen brandmark is not required in the Wonderline if: the KV only includes packshots, provided that the brandmark is prominent and clearly visible.





Adult Medicated Skincare

Masterbrand approach

For a single-minded Masterbrand approach with strong hits of Fresh Blue, accompanied by the franchise specific headlines, talent and pack photography.

This approach would not always be used in isolation - a mixture of both the Masterbrand and Franchise approaches can be used along the consumer journey to balance out the impact of Fresh Blue vs Franchise colour.

Refer to page 68 to see how this balance is created.

NOTE: BRANDMARK USAGE ON KV'S
A Bepanthen brandmark is not required in the Wonderline if: the KV only includes packshots, provided that the brandmark is prominent and clearly visible.

Bepanthen®
DERMA

Effective relief from dry skin

Formulated to protect against reoccurring dryness and support long-lasting protection for healthy skin from inside out

BAYER

BAYER

Formulated for long-lasting skin hydration

Bepanthen® DERMA DRY SKIN Gentle Body Wash

Formulated with dry and sensitive skin in mind, our Provitamin Repair Complex effectively cleanses your skin without disrupting its natural moisture levels

BAYER

BAYER

Experience 143% moisture boost in 7 days

Bepanthen® DERMA DRY SKIN Body Lotion

Clinically proven to provide immediate relief and long-lasting skin hydration

BAYER

Dry skin cannot be managed

Bepanthen® DERMA DRY SKIN LIGHT Body Lotion

Immediately hydrates and relieves tightness for visibly soft and smooth skin

Clinically proven to provide both immediate relief and long-lasting skin hydration

BAYER

Dry skin cannot be managed

Bepanthen® DERMA Intensive Repairing Ointment

Clinically proven to provide both immediate relief and long-lasting skin hydration

BAYER

Dry skin cannot be managed

Clinically proven to provide immediate relief and long-lasting skin hydration

BAYER



Adult Medicated Skincare

Franchise approach

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BRANDMARK USAGE ON KV'S
A Bepanthen brandmark is not required in the Wonderline if: the KV only includes packshots, provided that the brandmark is prominent and clearly visible.

Bepanthen[®]
DERMA
Effective relief from dry skin
Clinically proven to provide immediate relief and long-lasting skin hydration

Dry skin cannot be managed
Clinically proven to provide both immediate relief and long-lasting skin hydration

Bepanthen[®]
DERMA
Dry skin cannot be managed
Clinically proven to provide immediate relief and long-lasting skin hydration

Bepanthen[®]
DERMA
Effective relief from dry & rough skin
Clinically proven to provide both immediate relief and long-lasting skin hydration

Bepanthen[®]
DERMA
Experience 143% moisture boost in 7 days
Clinically proven to provide immediate relief and long-lasting skin hydration

Formulated for intensive skin repair
Clinically proven to soothe and repair very dry, rough, damaged skin of the whole family.

Bepanthen[®]
DERMA
Dry skin cannot be managed
Formulated with dry and sensitive skin in mind, our Provitamin Repair Complex effectively cleanses your skin without disrupting its natural moisture levels.



Baby KV's

Masterbrand approach

For a single-minded Masterbrand approach with strong hits of Fresh Blue, accompanied by the franchise specific headlines, talent and pack photography.

This approach would not always be used in isolation - a mixture of both the Masterbrand and Franchise approaches can be used along the consumer journey to balance out the impact of Fresh Blue vs Franchise colour.

Refer to page 68 to see how this balance is created.

NOTE: BRANDMARK USAGE ON KV'S
A Bepanthen brandmark is not required in the Wonderline if: the KV only includes packshots, provided that the brandmark is prominent and clearly visible.

No.1 Trusted nappy rash brand

Tested with pediatricians, protects from nappy rash and soothes from 1st application

Bepanthen[®] baby
Nappy Care Ointment

Bepanthen[®] baby & kids
Body & Face Cream

Bepanthen[®] baby & kids
Body Lotion

REPAIRS & PROTECTS | Clinically proven | Pediatrician and Dermatologist Tested | 100g

REPAIRS & PROTECTS | Clinically proven | Pediatrician and Dermatologist Tested | 100g

REPAIRS & PROTECTS | Clinically proven | Pediatrician and Dermatologist Tested | 100g

REPAIRS & PROTECTS | Clinically proven | Pediatrician and Dermatologist Tested | 100g

Bepanthen[®] baby

3x more protection against nappy rash

Formulated with provitamin B5

Bepanthen[®] baby
Nappy Care Ointment

REPAIRS & PROTECTS | Clinically proven | Pediatrician and Dermatologist Tested | 100g

Bepanthen[®] baby

Trust the No.1 nappy rash brand

Bepanthen[®] baby

Nappy rash is unavoidable

Clinically proven gentle protection with provitamin B5 for use at every nappy change

Bepanthen[®] baby

Gentle protection for your baby

Clinically proven gentle protection with provitamin B5 for use at every nappy change

Bepanthen[®] baby

Gentle protection for your baby



Baby KV's

Franchise approach

For a more franchise focused approach, the Fresh Blue can be swapped out with the franchise colour for more signposting.

This approach would not always be used in isolation - a mixture of both the Masterbrand and Franchise approaches can be used along the consumer journey to balance out the impact of Fresh Blue vs Franchise colour.

Refer to page 68 to see how this balance is created.

NOTE: The colour ratio rules found on page 40 come into play here, with the franchise colour never taking up more than 25% of the canvas.

BRANDMARK USAGE ON KV'S
A Bepanthen brandmark is not required in the Wonderline if: the KV only includes packshots, provided that the brandmark is prominent and clearly visible.

Bepanthen[®]
baby

No.1 Trusted nappy rash brand

Tested with pediatricians, protects from nappy rash and soothes from 1st application

Bepanthen[®] baby
Nappy Care Ointment

Browse the range

Bepanthen[®]
baby

Bepanthen[®] baby
Nappy Care Ointment

Bepanthen[®] baby
Nappy Care Ointment

Complete nappy rash protection

Soothes, protects and repairs babies' irritated buttocks

Bepanthen[®] baby
Nappy Care Ointment

Bepanthen[®] baby
Nappy Care Ointment

Browse the range

Nappy rash is unavoidable

Clinically proven gentle protection with provitamin B5 for use at every nappy change

Bepanthen[®] baby
Nappy Care Ointment

Bepanthen[®] baby
Nappy Care Ointment

Protection for the skin that needs it most

Bepanthen[®] baby
Nappy Care Ointment

Bepanthen[®] baby & kids
Body Lotion

Bepanthen[®] baby & kids
Body & Face Cream

Bepanthen[®]
baby

3x more protection against nappy rash

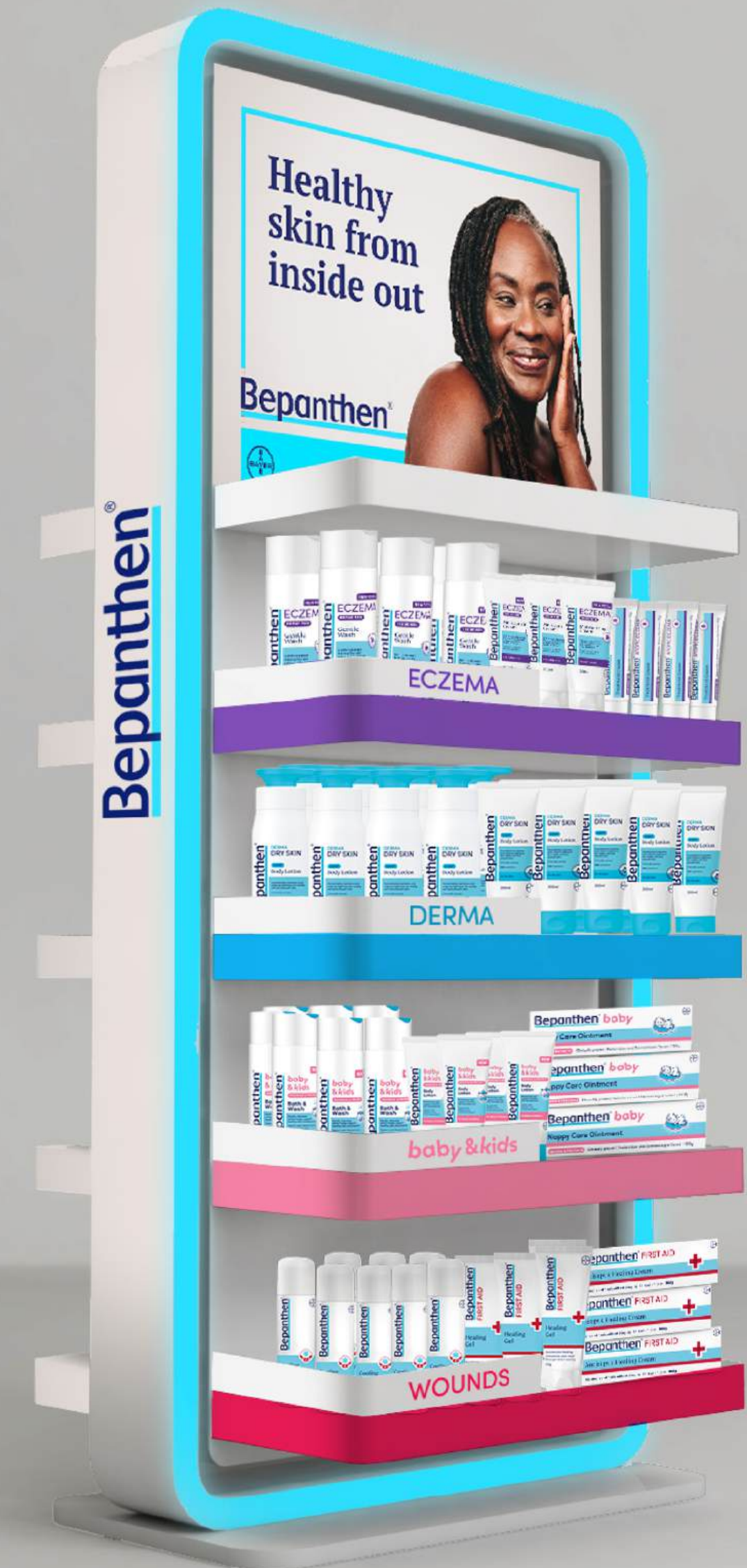
Bepanthen[®] baby
Nappy Care Ointment

In-Store

Masterbrand & Range Portfolio

For a Masterbrand led portfolio approach representing all franchises, strong hits of Fresh Blue are dominant around the frame and main KV.

Alternatively, additional franchise colour can be introduced across the shelf strips for stronger sign posting.





In-Store

Franchise Example

For smaller in-store POS such as shelf displays, blocks of franchise colour, balanced with the Fresh Blue can help stronger signposting.

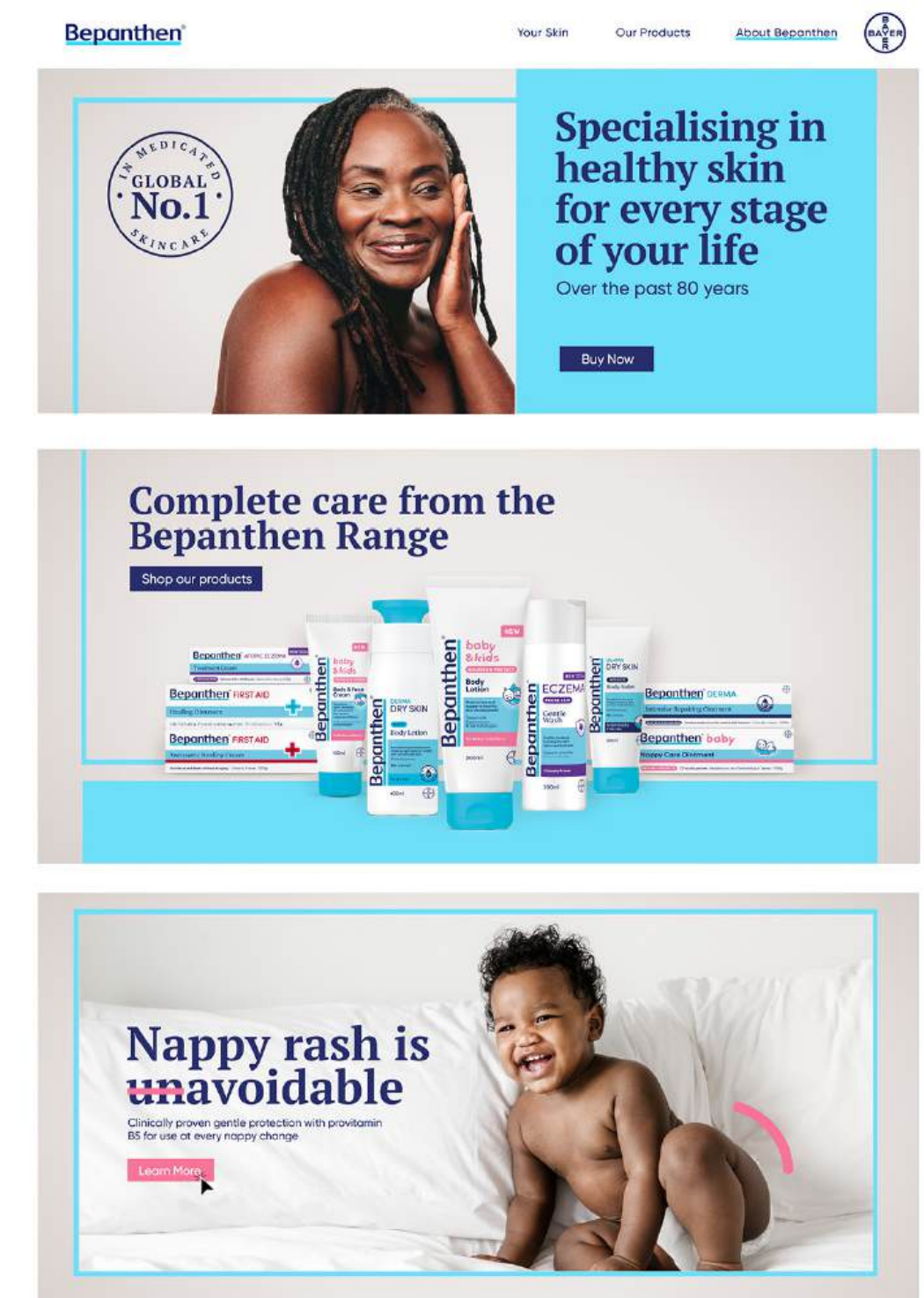
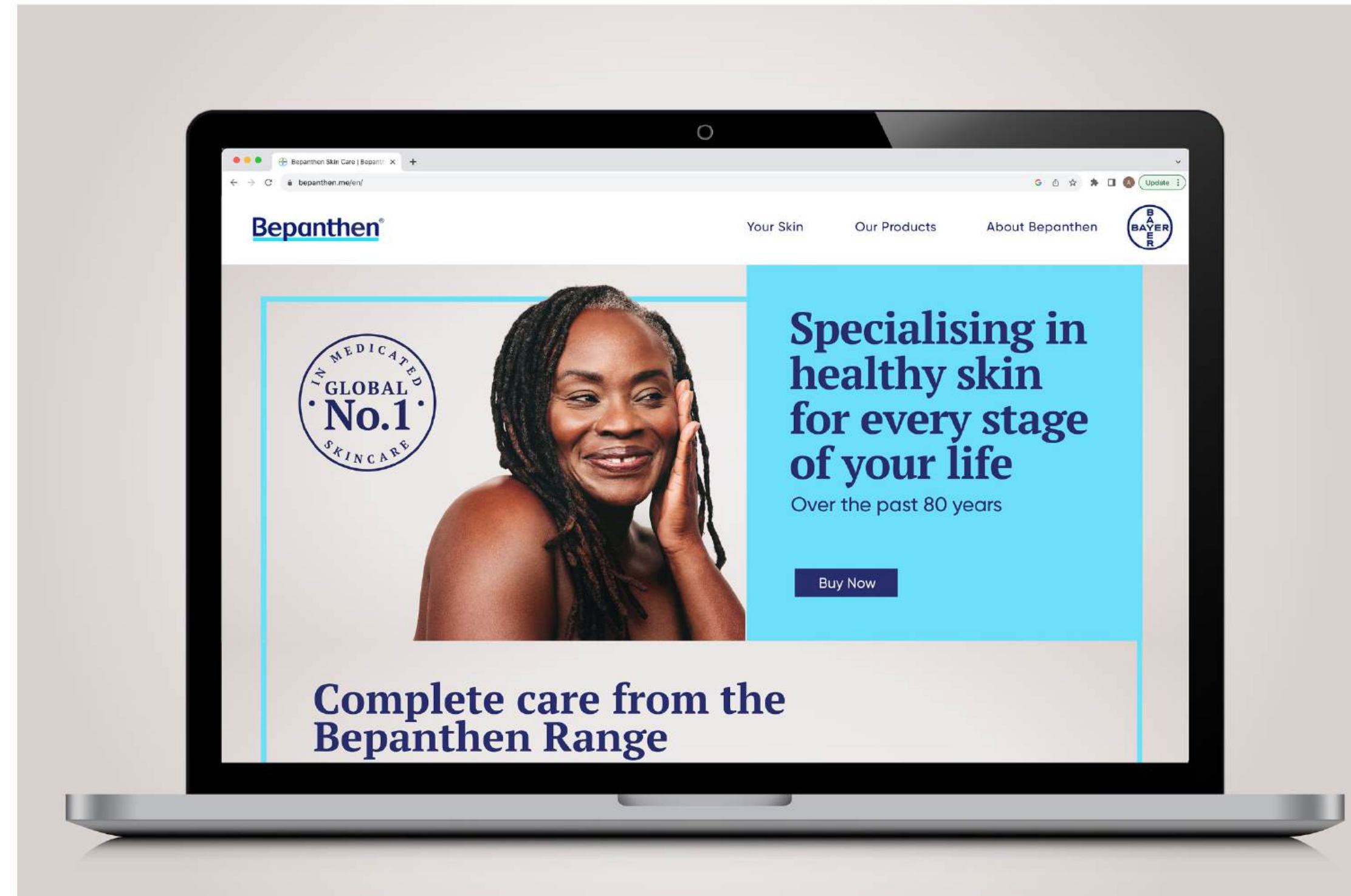




Website Landing Page

Masterbrand

For a single-minded Masterbrand approach across all franchises with strong hits of Fresh Blue.



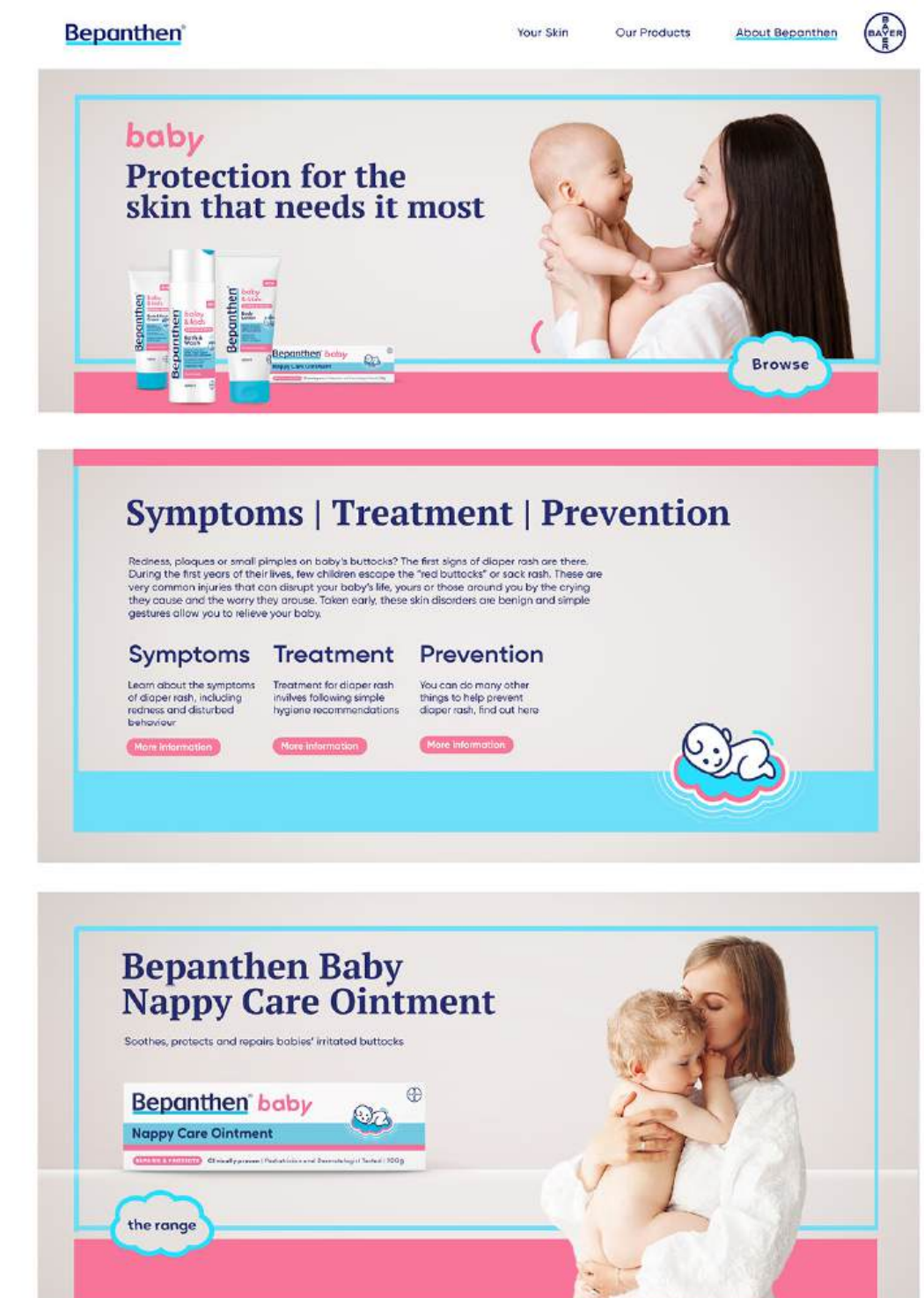
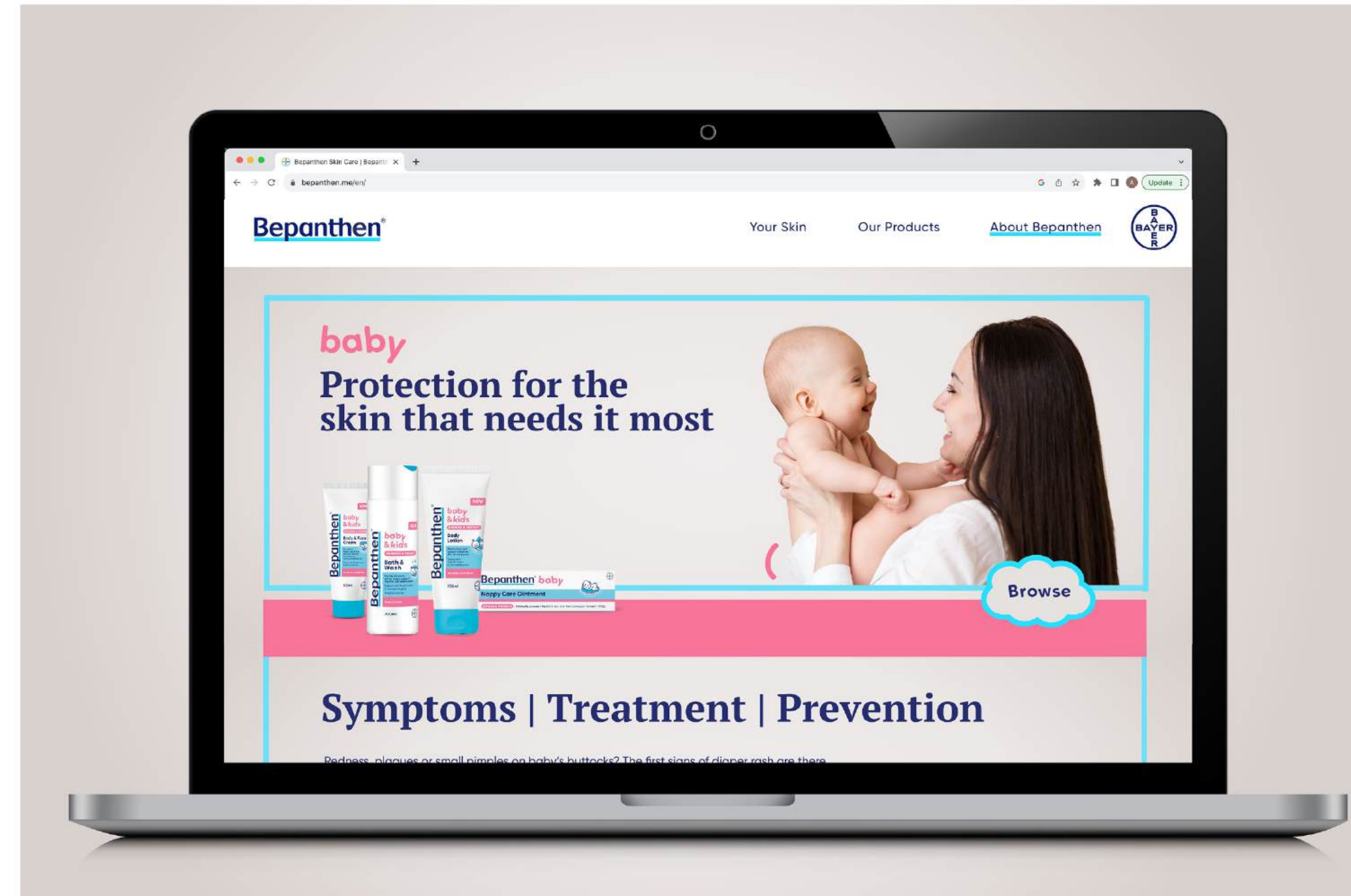


Website Landing Page

Franchise Example

The Baby franchise has a softer and more playful approach to emphasise our Humanising creative principle. This is demonstrated by dialing up baby category codes such as the introduction of the soft blue cloud as part of the Wonderline frame and small supporting illustrations.

NOTE: ensure the franchise pink impact is never more than 25% of the overall visual.



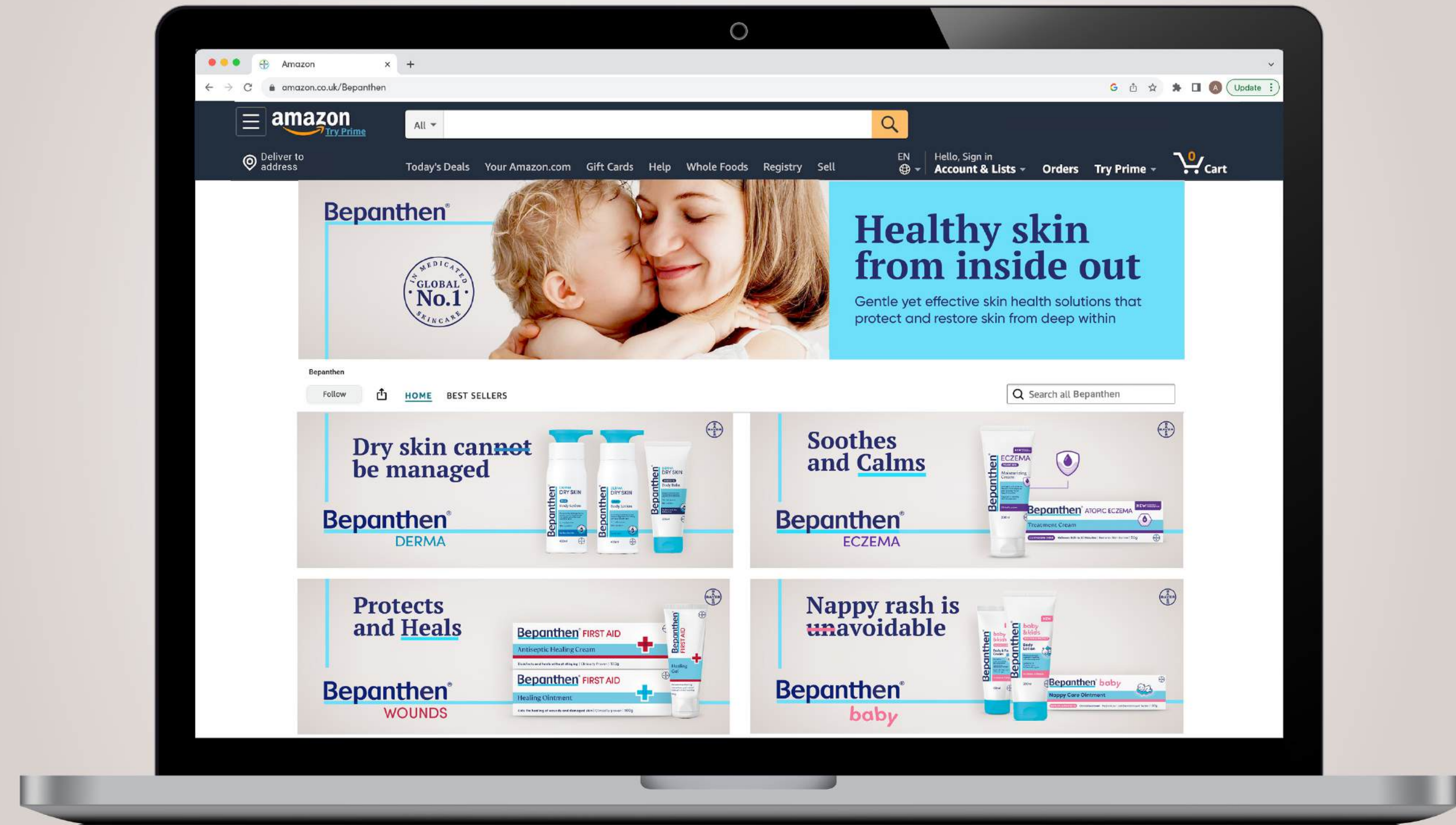


Amazon Landing Page

Masterbrand

For a single-minded Masterbrand approach across all franchises with strong hits of Fresh Blue.

NOTE: In this example, as the Fresh Blue impact is still at least 10% of the overall visual, the individual franchise blocks do not need additional hits of the Fresh Blue.

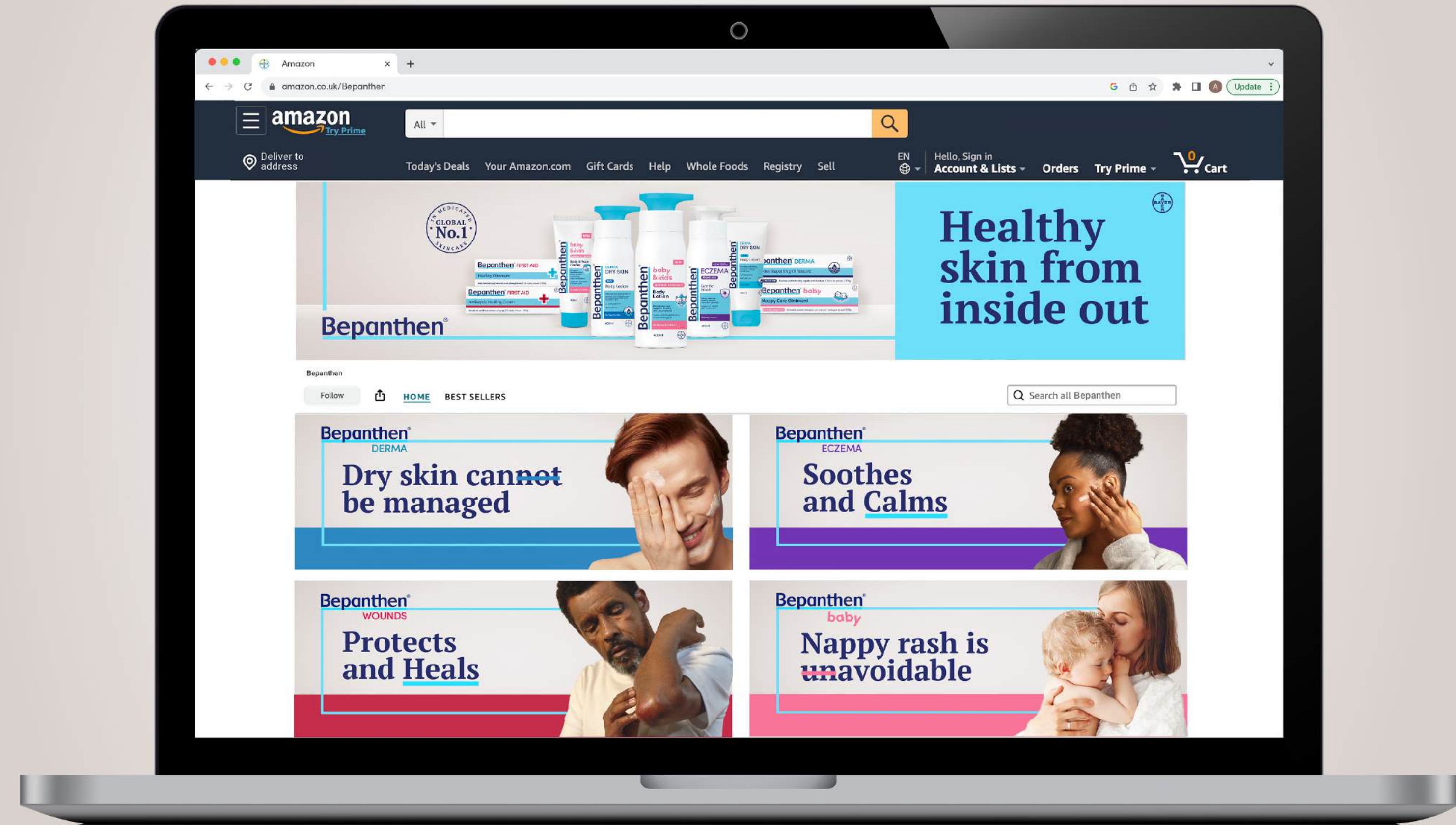




Amazon Landing Page

Franchise Example

To add more differentiation between franchises with a bolder use of colour for ease of navigation.



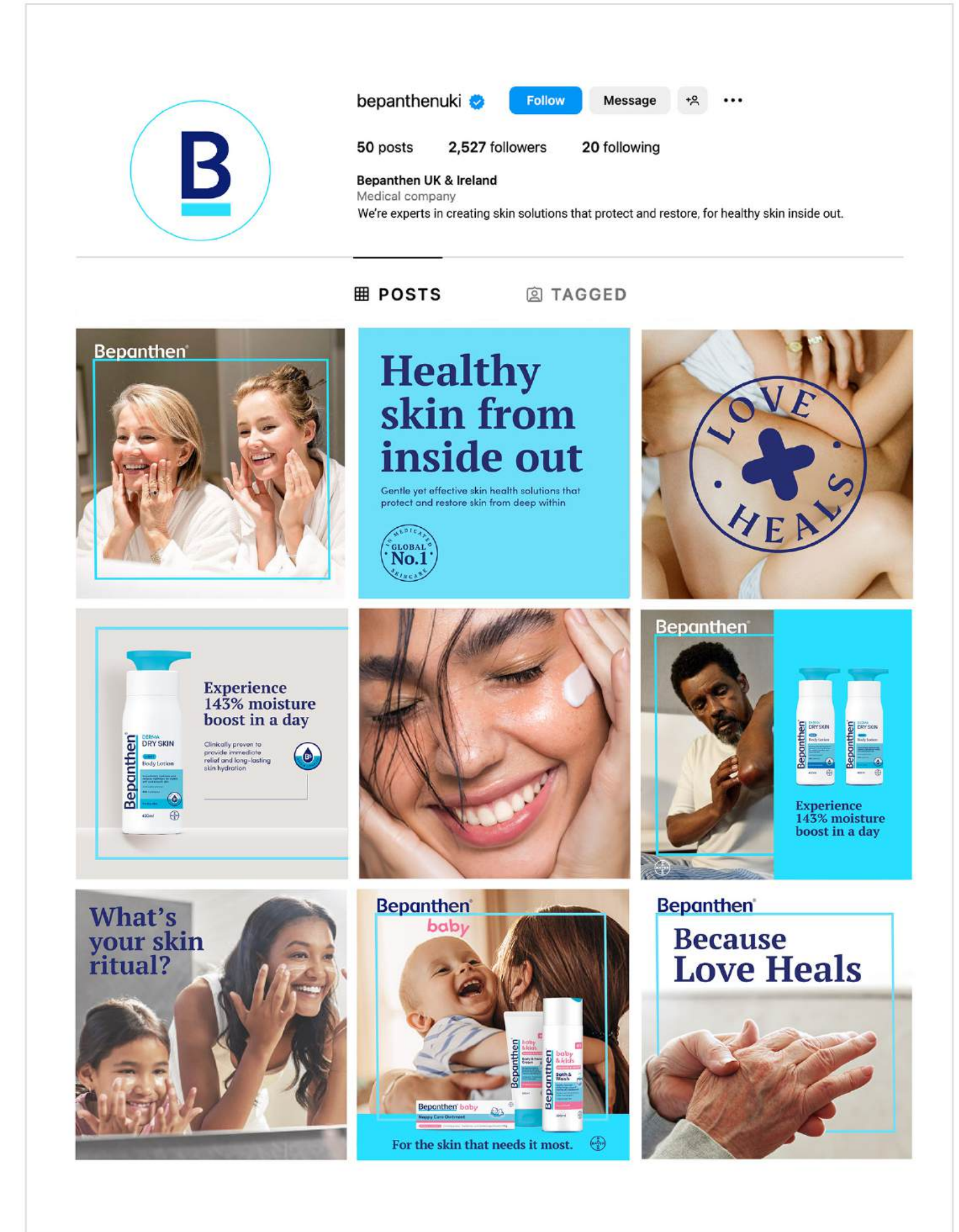


Social Post

Masterbrand

Masterbrand approach on social with hits of Fresh Blue, strong use of the Wonderline (but not on every square for impact) and a wide age demographic to show this is a brand for all.

BRANDMARK USAGE ON SOCIAL
 We don't use the brandmark on every square as by this point the consumer is already within the Instagram page but we do make sure there is a strong distribution of pack, brand and Wonderline usage amongst lifestyle photography to insure brand impact.





Social Post

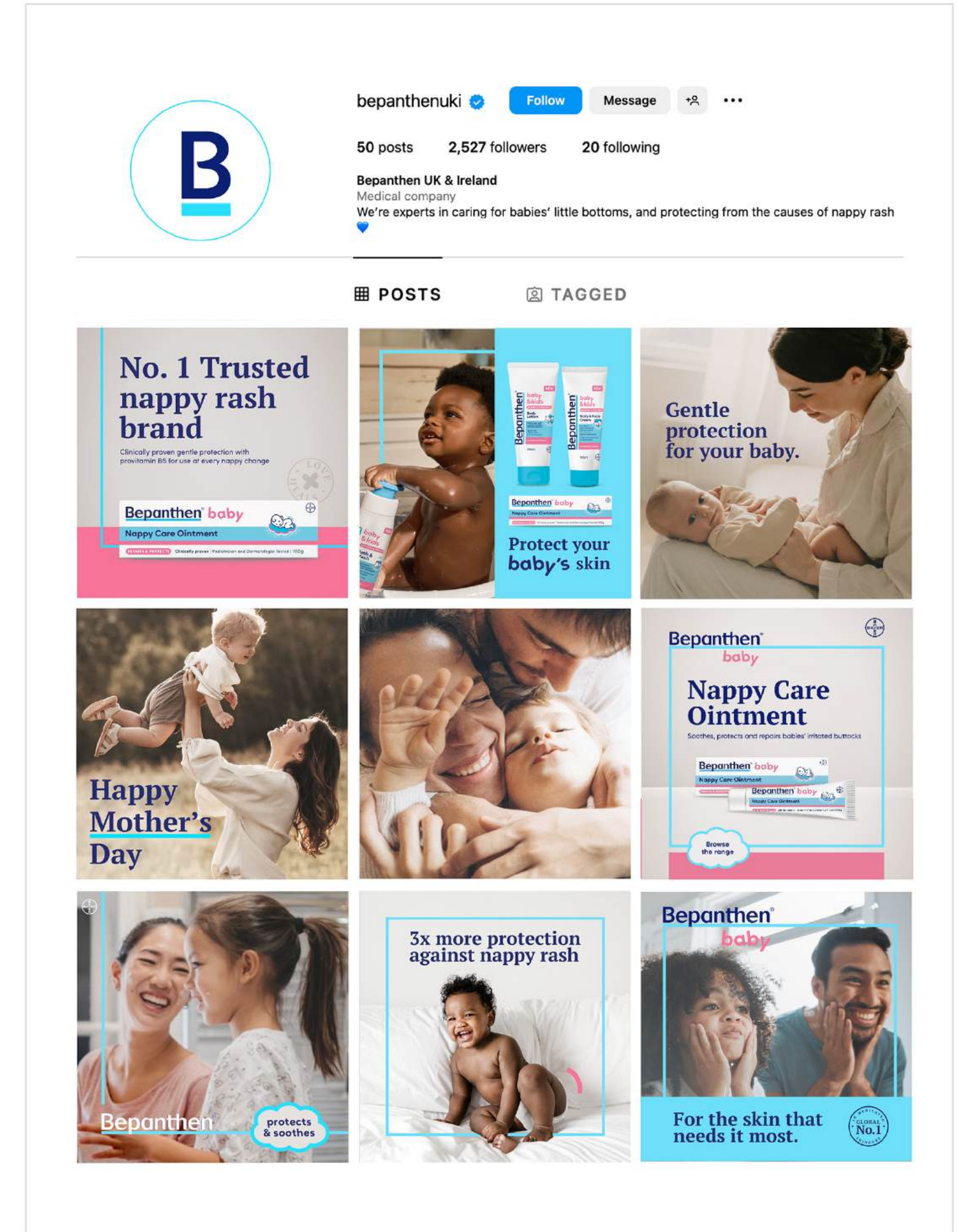
Franchise Example

Franchise approach to show how our most characterful franchise 'Baby' can be applied. More hints of pink and little playful touches – such as the cloud can be used to highlight key information on some squares.

Hits of Fresh Blue should be present with also a strong use of the Wonderline (but not on every square for impact) and a wide age demographic to show this is a product for all.

BRANDMARK USAGE ON SOCIAL
We don't use the brandmark on every square as by this point the consumer is already within the Instagram page but we do make sure there is a strong distribution of pack, brand and Wonderline usage amongst all lifestyle photography

NOTE: ensure the franchise pink impact is never more than 25% of the overall visual.





HCP Leaflet

Franchise Example

Collateral that is more science and factual based for the HCP audience, adopts a more formal presentation.

This is shown through the removal of the Warm Grey background, replaced with white and the iconography is simpler. To keep the document legible and easily understandable, Gilroy is used over PT Serif. Isolated talent or products allow text and photography to exist on the same page without being hard to read or cluttered.

Bepanthen®

BABY OINTMENT

Triple Action Formula

Clinically proven to treat and protect* against the causes of nappy rash while reducing friction during application

Protects/protects claims across this asset are to be adapted based on local indication and in alignment with local LMR review.

Bepanthen® baby
Nappy Care Ointment

REPAIR & PROTECT Clinically proven | Pediatrician and Dermatologist Tested | 100g

Heals Protects* Reduces friction

Bepanthen®

Nappy rash is an uncomfortable and distressing skin condition common in babies

Approximately 50% of infants will experience nappy rash during their first year, with a peak prevalence at 9–12 months of age

Several factors contribute to nappy rash, but the main one is sustained exposure to urine and faeces.^{1,2}

- The stratum corneum is thinner and weaker in babies than in adults¹
- Prolonged wetness softens and weakens the stratum corneum^{1,2}
- Prolonged contact with urine and faeces encourages activation of enzymes that degrade skin lipids and proteins^{1,3}
- The macerated stratum corneum is more susceptible to physical damage by friction^{1,4}

Leads to skin damage and inflammation characterised by a red, sore rash that can include spots and blisters^{2,5}

Bepanthen®

Bepanthen® Baby Ointment

- Heals**
Contains dexpanthenol to support skin regeneration from within¹⁻³
- Protects**
Forms a strong, flexible barrier that provides long-lasting protection from the triggers of nappy rash^{4-8,10}
- Reduces friction**
Scientifically proven to reduce friction* during application, avoiding further skin irritation⁹
- Suitable for all**
Suitable for all babies, including premature babies, from birth⁸
- Pure and gentle formula**
Free from preservatives, colourants, fragrances, antiseptics and allergens
*Shown (I)/O/-E

Used for over 75 years

References

1. Atherton DJ et al. Infant diaper dermatitis: Best practice management. JRS 2015; 2015(25):11-18. 2. Wachter MD et al. Neonatal infant skin: Physiology, development and care. BMJ 2014; 349: 2015:33271-200. 3. Zamboni GN et al. Infant skin physiology and development during the first years of life: a review of recent findings based on (I)/O studies. JRS 2013; 18: 2013:33:17-26. 4. Atherton DJ. A review of the pathophysiology, prevention and treatment of infant diaper dermatitis. JRS 2004; 2004(2):288-290. 5. Proisch E et al. Topical use of dexpanthenol: a 70th anniversary article. JRS 2012; 17: 2012:26:766-773. 6. Puri G et al. Effect of Bepanthen® ointment on the prevention and treatment of diaper rash on premature and full-term babies. JRS 2012; 17: 2012:26:774-779. 7. Puri G et al. Effect of Bepanthen® Ointment in the prevention of diaper rash on premature and full-term babies. JRS 2012; 17: 2012:26:780-785. 8. Böhmer T, von W. Hydrogel or ointment? Comparison of two different galenics regarding tissue breathability and transepidermal water loss. A 70th Anniversary article. JRS 2012; 17: 2012:26:771-776. 9. Faltus E et al. New insights in the skin protective activity of a dexpanthenol containing formula (Bepanthen®) in a diaper rash-like model. JRS 2020; 2020(10):76-84. 10. Faltus E et al. Evaluation of a 5% dexpanthenol-containing ointment for the treatment of infant infant diaper dermatitis through the lens of the caregiver – A real world data observational study. JRS 2023; 2023(6):1033.

Bepanthen®

Bepanthen Baby Ointment is rated highly among caregivers

In a retrospective observational real-world study involving 500 caregivers, Bepanthen Baby Ointment was found to rapidly relieve nappy rash symptoms and provide overnight relief from discomfort.

- 98% observed signs of symptom relief within 2-3 days of applying Bepanthen® Baby Ointment
- 80% said Bepanthen® Baby Ointment provided their baby with overnight relief
- 83% saw the first signs of symptom relief one day after first applying Bepanthen® Baby Ointment
- 83% responded that Bepanthen® Baby Ointment is value for money
- 79% said Bepanthen® Baby Ointment visibly treated nappy rash
- 85% reported overall satisfaction with Bepanthen® Baby Ointment

Customer Rating

5.0

Contact

Brand Guardians

For any questions regarding the Bepanthen brand, artwork assets or licensing, please contact the following brand guardians:

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