



Our Sustainability & DEI Strategy

Sustainability Strategy

Our Champion & Defend Areas

As captured in our Brand Hive, **our brand purpose and impact** is “healing both physically and emotionally those who feel vulnerable in their skin by helping them embrace their unique skin and breaking myths with real skin science”.



Naturally, the **sustainability territory we choose to speak up about and be known for**, which is called our “Champion Area”, is aligned to our purpose and **is a social impact**. Environmental aspects will rather feature as our “Defend Areas”, meaning topics we must work on and mitigate for defensibility.

As our chosen sustainability territory, **our Champion Area is to be consistently brought to life around the world**.

CHAMPION AREA	DEFEND AREAS
Healing young people who feel vulnerable because of their skin	Clean formulations
	Sustainable and inclusive packs



Unpacking our Sustainability Champion

CHAMPION AREA:
Healing young people
who feel vulnerable
because of their skin

THE CHALLENGE BEPANTHEN HELPS WITH

Skin health is inextricably linked physically and mentally. Those who suffer from chronic skin issues, like eczema, often struggle with cycles of anxiety and stress that can also be potential triggers. Those who carry marks and scars often deal with lack of confidence alongside it.

That is even more concerning for young people who are still learning how to navigate emotions.

Vulnerability experienced during formative years can be greatly damaging for a person - **skin issues are shown to negatively impact children and young adults' socialization skills, relationships, school performance, sleep.**

These physical and emotional scars may be then carried on through life.





Unpacking our Sustainability Champion

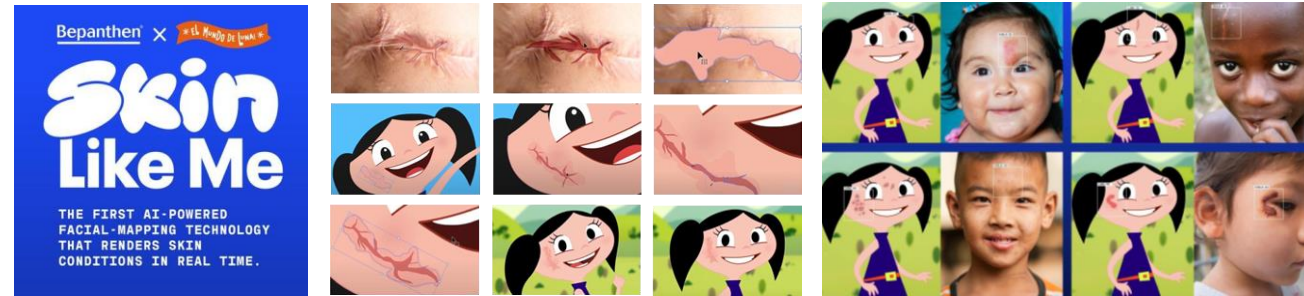
CHAMPION AREA:
Healing young people
who feel vulnerable
because of their skin

ACTIVATION CASE EXAMPLE

Bepanthen Mexico has partnered with popular Discovery hit series "El Mundo de Luna" to empower kids with skin conditions and marks to feel confident and represented in a face they know and love: Luna's. **With the power of AI, parents and kids could customize the beloved character, Luna, leveraging a library of skin conditions and generate personalized episodes** with Luna carrying the skin mark of the children watching the show.

Parents were invited to share their kids' reactions from seeing themselves represented in the show, while influencers took over social media to share their emotional experiences of growing up with skin issues.

Educational content was also offered via website and HCP activations.



How we bring to life our sustainability Champion Area

'Healing young people who feel vulnerable because of their skin'

1

REPRESENTATION

Ensure people, especially kids and young adults, **see themselves and their skin authentically represented in media** outlets, breaking negative stereotypes and helping them feel seen and heard.

2

CONNECTION

Help vulnerable youth and their caregivers to **connect with others who are going through similar skin journeys** and therefore feel, on their own skin, what others are experiencing.

3

EDUCATION

Debunk skin myths and fads that circulate online and misdirect consumers, especially impressionable youth, in their choices of skin products and habits, helping distinct real from fake.

How we bring to life our sustainability Champion Area

‘Healing young people who feel vulnerable because of their skin’

WHAT OUR CHAMPION IS ABOUT

Focusing on **real skin issues** ie. atopic eczema, allergic dermatitis, scars, marks, burns, etc. **with skin always being the anchor of every story.**

Showcasing **skin issues for which we have products and solutions**, and only expanding as our portfolio grows (ie. psoriasis in pipeline).

Responsibly inclusive of parents and caretakers when addressing young children who should not be accessing online content independently without supervision.

WHAT OUR CHAMPION IS NOT ABOUT

A Dove “Real Beauty” copy-cat talking about physical appearance **without any relation to true skin health concerns** (ie. body size confidence).

Representing **skin conditions we do not have products or solutions for**, meaning we cannot help consumers physically but only emotionally.

Talking directly to young children **without including their parents or caretakers.**

IT SHOULD BE

genuine, positive, human

caring, understanding

clear, simple, non-nonsense

proactive, practical, truthful

AND SHOULD NOT BE

stereotypical, fake, staged

cold, judgmental, sales driven

confusing, overwhelming, overly scientific

overpromising, misleading

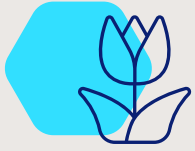
SO THAT CONSUMERS FEEL

truly seen

resilient

in control

empowered to care for their / their kids’ skin



Unpacking our Sustainability Defend Areas

DEFEND AREA 1: Clean formulations

THE ESSENTIALS, NOTHING ELSE

Simply put, **'clean formulations' for Bepanthen means** making a product by using as few ingredients as possible, striving for natural or vegan ingredients or biodegradable wash formulas where possible, and avoiding irritants and additives.

This is something Bepanthen already does today, positioning **as a brand suitable for all types of skin, even the sensitive and fragile ones**, and being known for its gentleness.

Given consumer's rising concern with ingredients - from both personal health and sustainability POV - and easy access to information and education, it is vital for the brand to pursue this path as it expands its portfolio of products.

WHAT CLEAN FORMULA IS ALL ABOUT FOR US

Adhering to our Brand Science Principles with commitment to only use ingredients that benefit the skin, or have a reason for being in our formula to maintain its integrity.

Minimalism and striving for naturality, but always scientifically proven.

Transparency, truthfully informing consumers about what is or isn't included in our products, with a proper PR mitigation plan ready where needed.

WHAT CLEAN FORMULA IS NOT ABOUT FOR US

Compromising on our Brand Science Principles due to operational reasons (ie. lower COGs) at risk of harming consumers' skin or perception of brand equity.

Homeopathic products, or ingredients lacking claims or substantiation.

Trying to hide ingredients or only sharing half-truths with consumers.



Unpacking our Sustainability Defend Areas

DEFEND AREA 1:
Clean formulations

HOW WE ACTIVATE

Today, Bepanthen does leverage some of its gentle formula claims (i.e. free from colourants and perfumes, over 90% of ingredients from natural origin) in some of its packs and touchpoints (i.e. website, e-comm).

However, **Bepanthen's approach is still ad-hoc today** across geographies, often SKU by SKU, missing a broader megabrand stand and clear positioning that can be consistently communicated and shared with consumers, customers and HCPs (i.e. ingredients list, FAQs).

It is recommended for activation to **leverage our gentle, clean formula claims consistently by holding one clear and robust approach** to talk about Bepanthen formulas, ideally along with a PR plan.

Example Messaging Approach



Gentle, even on sensitive skin



With provitamin B5



Free from preservatives, colorants and fragrances



Unpacking our Sustainability Defend Areas

DEFEND AREA 2: Sustainable & Inclusive Packs

MAXIMUM SOCIETAL, MINIMUM ENVIRONMENTAL IMPACT

Sustainable and inclusive packs means **minimizing environmental footprint** (i.e. type, quantity and weight of materials, recyclability profile, refill systems, etc) **while maximizing accessibility for people with various needs and abilities** (i.e. limited dexterity, visual impairment due to advanced age or disability, etc). For Bepanthen, that is being accomplished via holistic 2D (graphic design) and 3D (structural) packaging strategy driven at BCH level across platforms (tubes, bottles, etc).

As a Defend Area, it is important to continually evolve our packs, so we remain compliant with latest regulatory requirements, in line with customer and consumer expectations, but this is not what we want to be famous for, thus it will never be our differentiator or competitive edge.

More details on our packaging initiatives can be found in our Sustainability Playbook.



Bepanthen®

GLOBAL BRAND
SUSTAINABILITY
PLAYBOOK



FOR FULL SUSTAINABILITY
PLAYBOOK, VISIT THE
BEPANTHEN HUB



A close-up photograph of a person's face, focusing on the eyes and nose. The person has light brown skin with numerous freckles. The eyes are looking slightly to the right. The lighting is soft and natural.

DE&I Strategy

Our Inclusive Experience Principles

When it comes to defining how Bepanthen could and should champion its diversity, equity and inclusion territory, we first dove deep into our category to understand what consumers expect of skin brands and then map how Bepanthen and other players out there currently deliver.

Based on these insights, we created our inclusive brand experience principles, which **should always be respected when driving any initiative and comms externally.**

1. **WE REPRESENT AUTHENTICALLY**
2. **WE INFORM HONESTLY**
3. **WE SUPPORT HOLISTICALLY**
4. **WE MAKE THINGS EASY**

Introducing Bepanthen's Inclusive Experience Principles

What Diversity, Equity and Inclusion means to Bepanthen

01

Represent Authentically

We celebrate the diversity of every society, adapting representation to local reality, to **connect with as many people as possible with positive yet human depictions** of modern living, families growing, healthy ageing, and all intersecting identities and their skin

It should feel
genuine, positive, human

and never
stereotypical or staged

so that
every consumer feels seen

02

Inform Honestly

With 80 years of expertise healing skin with science, we take responsibility to **proactively engage with consumers providing straightforward, solid evidence of skin reality**, so people can be reassured in our recommendations and their choices, saving time and resources

It should feel
proactive, truthful, practical

and never
overly scientific or exaggerated

so that
consumers feel empowered

03

Support Holistically

We know our products are part of a bigger skin health picture - one that also involves emotional resilience, life changes, new choices, and sometimes a whole family to manage together. Our expertise is in skin science, but we **provide care and empathy beyond our products**.

It should feel
caring, warm, empathetic

and never
judgmental or sales driven

so that
consumers feel resilient

04

Make It Easy

We believe healing and protecting skin should be a ritual and not a chore. We **ensure it is clear exactly how to get the best from Bepanthen, as simply as possible**, for anyone to keep on top of treatment. So that every skin sees the best results

It should feel
clear, simple, calm

and never
ambiguous or challenging

so that
consumers feel in control

From 4 Inclusive Experience Principles To 16 Actions

01



Represent Authentically

02



Inform Honestly

03



Support Holistically

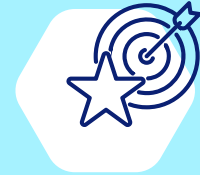
04



Make It Easy

OUR ACTIONS

- | | |
|---|--|
| 01 Broaden our target consumer definition | 02 Audit especially for gendered branding |
| 03 Update consumer photography in comms assets | 04 Create inclusive language guidelines |
| 05 Update skin issues visuals in comms assets | 06 Elevate consumer stories and user generated content |
| 07 Guide with clear recommendations and transparent info | 08 Update HCP materials to support care and diagnosis |
| 09 Create consumer support plan for priority triggers | 10 Define new partnership opportunities |
| 11 Avoid trial-and-error waste to lower resource burden | 12 Engage HCPs for holistic skin health management |
| 13 Humanize product guidance and science comms | 14 Carry accessible Px and Med research |
| 15 Audit visual ID with inclusive visual design guidelines | 16 Carry diverse consumer research focused disability & age |



Our principles are being brought to life via a set of **16 actions** supporting the delivery of our **DE&I strategy**



FOR FULL DE&I STRATEGY,
VISIT THE BEPANTHEN HUB





Bepanthen®