

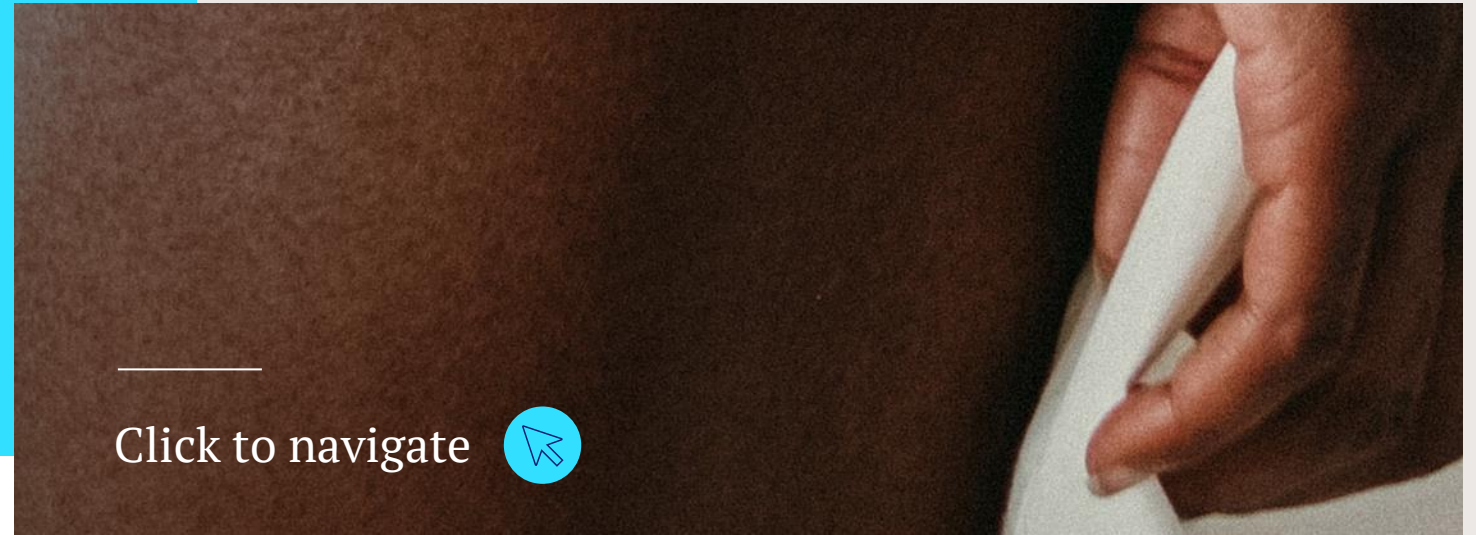


Bepanthen[®]

Creative Platform Toolkit

Updated 2025

Contents



01

Strategic
Context

02

Brand Creative
Platform Idea

03

Creative
Principles &
Photography

04

Bringing the
platform to life

01

Strategic
Context



Our challenge & ambition



We aim to **evolve Bepanthen from an occasional skin damage savior** used once in a while **to a more holistic, loved skin health expert brand** that is playing a stronger role in consumer's life on more usage occasions and more frequently in order to grow and ultimately to build a healing, love brand



To achieve our ambition, we intend to **nurture our equity through a consistent approach in communication** in terms of both look & feel and storytelling, in a way that is truly compelling, distinctive and consistent across the franchises and touchpoints so we can build the brand in the long-run and gain media efficiencies in the short



This toolkit is a living document created to aid the development of **consistently distinctive and compelling Bepanthen communication**, that will help us build Bepanthen for immediate results as well as long-term success as a megabrand



02

Brand Creative
Platform Idea

The insight



Our platform is grounded on a simple human truth:

As humans, we are instinctively programmed to **protect ourselves and our loved ones** from harm and risk. It is in our basic nature to do so



But we cannot **experience the richness of life without exposing ourselves to new challenges** and to the inevitable bumps and knocks that accompany them, both psychological and physical

Our POV

**REAL CARE DOES
NOT JUST PROTECT.**

**REAL CARE HEALS
AND ENCOURAGES
US TO GO AGAIN.**



A parent cannot cocoon their **child away from the world**



An adult **cannot hide from challenges**



We need to put ourselves out there to experience a **fulfilling life**



Real love and care is shown when we help each other see that we can still heal from wounds and irritations faced along the way, go back out and **embrace life again**

The people we serve

Our POV fully resonates with the ideology of our target audience



We serve the "life forward"

They are progressive in how they act and see the world around them. They believe life is for living and growth comes through experiences (positive or negative), not perfection



It is about "me and my nearest & dearest"

They care more about what their skin enables them to do in life, than about its superficial appearance



When it comes to their skin, they take the same approach in life

They care more about what their skin enables them to do in life, than about its superficial appearance

The brand role



Through effective products and powerful emotional reassurance, we will make people feel healed and supported, empowering them to focus on living their life to the full and face its ups and downs, knowing Bepanthen will always have their back



Bepanthen will demonstrate the unconditional nature of its care through positive and authentic depictions of **skin and emotional connections**



Whether you are applying Bepanthen to a child, a partner, a parent, or to yourself, we will show **this brand and its products are imbued with powerful, effective, healing love**

How we own it

Yes, other skin brands also explore love and overall human connections. But, in our category, idealized, staged, unauthentic portrayals of both skin and relationships are still the norm for most players. With its equity rooted in healing for 80 years, Bepanthen will stand for diverse depictions of skin, and most of all, for real portrayals of emotional connections, showing the ups AND downs of life as they truly are, and how love and care can heal us and keep us going

Platform idea



Love Heals

We all have someone or something that **we love dearly** and want to protect from harm, but we know that **wrapping ourselves up in cotton wool is no way to live**

When the ups and downs of living leave their mark on us, **Bepanthen is beside us** with healing creams and ointments that work brilliantly, **caring deeply for damaged skin**, protecting and helping it renew and heal itself from the inside out

Platform Idea Manifesto

They say care is loving
Or that love is caring
But here's a question:
What do we do for the ones we love?
Our kids. Our parents. Our grandparents
Those whom we would do anything to protect,
and who would do anything to protect us
Do we shield them from everything that could hurt them?
Maybe not... we can't
Bumps and knocks are inevitable in life
The ups. The downs. And everything we learn in between
These moments shape our lives
They are life
When we have someone by our side caring for us,
then the healing can begin
**However life may mark us on the outside,
we know we will be healed from the inside**

BEPANTHEN
Love Heals





WHAT DO WE DO FOR THE ONES WE LOVE?

Bepanthen | LOVE HEALS

What “LOVE HEALS” is or is not

IS



Empowering, reminding us we can heal and continue, and that there can always be a positive outcome



Inclusive and authentic



A warm, dependable, reassuring voice and persona



A celebration of the richness of real, everyday life and experiences



For people of all ages in multiple situations

ISN'T



Fearful of injury or discomfort, or just overly emphasizing danger



Perfect, flawless skin, or reinforcing stereotyped relationships and social constructs



A cold, detached and clinical doctor in a white coat



A travelogue of Red Bull type series of adventures that don't really resonate with daily life



Only for babies, or “ cliché ” wounded knees situations

Brand Character



Dependable

Bepanthen is a trusted, capable healer and protector who will never let you down and can be counted to always be there to heal and protect, no matter who and what.

Warm

Bepanthen loves, accepts, supports, soothes, and heals all skin types with empathy. While we are skin health experts, we always bring science and humanity together in a warm, empathetic way.



Reassuring

Bepanthen wants to ensure you feel empowered and emotionally reassured to get out there and go again. Bepanthen gives you the confidence to live life and enables you to pass this empowerment to your loved ones.

Our 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're **trustworthy**, always explaining complex concepts in a relatable way. And we are **inspiring** and positive to emphasize the possibility of positive change.

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 solution-orientated
but never use intimidating or overly 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



03

Creative Principles
& Photography

How to create a powerful emotional response

We will link Bepanthen's efficacy to emotional triggers to build deeper brand connection



We will make the Bepanthen brand **synonymous with positive feelings of love, healing, and comforting, authentic human connection** by consistently communicating the brand in a way that goes beyond rational efficacy messaging, fully engaging the senses and emotions:



01

> Through what we portray visually

02

> Through evocative and emotive audio

03

> By creating a sense of physical intimacy and skin touch

A photograph showing a person's hands applying a white cream to the arm of a child. The child is wearing a grey t-shirt and shorts. In the background, there is a cardboard box and some colorful confetti on a carpeted floor.

How to create a powerful emotional response

Visuals

Emotional evocative surroundings and scenes that remind us of moments from our lives that embodied support and love, either on the receiving end of it or giving it to a loved one:

Coming home with a scrape after a day outdoor play and being tended to by a parent or grandparent

Hurting our hand as an adult and our partner helping us care for it

Enjoying family time with our first newborn baby

Touch

Clear focus on skin to skin contact and visualisation of tender touch can evoke a strong response:

When someone touches you with care, support and intent to heal or show supportive love we can feel it

Sound

Brand speaking in a way that feels individually directed at each person, with sounds and voices following a reassuring, calming tempo and creating feelings of security. It can be the voice of the brand or a voice representing a loved one

Sound can bypass rational thought, move us and connect with our memories. Evocative music (with or without lyrics) can also achieve that

The use of Authentic imagery



The platform will rely on documentary-style portrait photography that authentically **captures the essence of ordinary people**



These images should show genuine candour, displaying individual personalities without appearing staged or artificial.

We also aim for dynamism, playfulness and a warm energy portraying people in unscripted moments at their home, work, leisure and family life, helping forge a deep connection between our brand and our audience



Our objective goes beyond portraiture... we aim to integrate our products seamlessly into the **intricacies of real people's lives**

Lifestyle



Product

Right Balance

To vividly depict the influence our products have on **consumers' lives**, our visual strategy revolves around a dual approach to imagery, **blending lifestyle and product demo**

By **seamlessly integrating these two visual elements**, our KVs can effectively communicate both the relatable experiences of consumers' lives and the exceptional attributes of our products

Lifestyle imagery

This category showcases ordinary individuals immersed in their **everyday moments**, allowing consumers to self-identify and see themselves in these real-life, daily scenarios

Product demo

Complementing the lifestyle imagery, we feature captivating close-ups of our product in action, **highlighting its functionality and impact** with closing lines / claims, while striving for **depictions of real**, imperfect skin

Franchise expressions



In the following pages you find clear principles stating what Love Heals means (and what it does not) across each of our strategic franchises - Minor Wounds, Baby Skin, Adult Medicated Skincare, Eczema - along with guidance on how to visually express it



Naturally, these are only examples, and actual productions will vary. Our main objective must be to ensure the same visual style is followed, so we can (i) create a consistent megabrand in the future (ii) gain media efficiencies in the present

Note on diverse portrayals

All imagery in this toolkit has been carefully curated striving for authentic, inclusive portrayals of people across different ethnic groups, genders, age, body types, and family structures. However, representation in media is extremely nuanced and requires adaptation across different countries taking into consideration demographics, lifestyle, culture and religion. As such, **please ensure human connection portrayals and level of display of bare skin as suitable for your country**

LOVE HEALS

Minor Wounds



What “LOVE HEALS” is or is not in minor wounds

IS



Empowering, reminding us we can put ourselves out there or encourage our loved ones to do so in order to experience life to the full, knowing we can still heal from knocks, scrapes and falls along the way.



A celebration of the richness of real, everyday life, mixing both indoor and outdoor activities that we enjoy doing by ourselves or with family and friends - from cooking to a partner, to going on a hike, to encouraging our kids to get out there and explore nature.



For people of all ages, fairly representing a multi-generational audience.



Inclusive of people with different abilities, skin colors, and family structures.



Truthful in how benefits are communicated.

ISN'T



Fearful of injury or discomfort, or just overly emphasizing dangerous situations where serious harm and wounds can happen.



A travelogue of Red Bull type series of adventures that don't really resonate with daily life (ie. extreme sports, exotic travel).



A range of only “cliché”, typical activities we often see portrayed in the category with lack of creativity (ie. kids riding a bike).



Limited to children only.



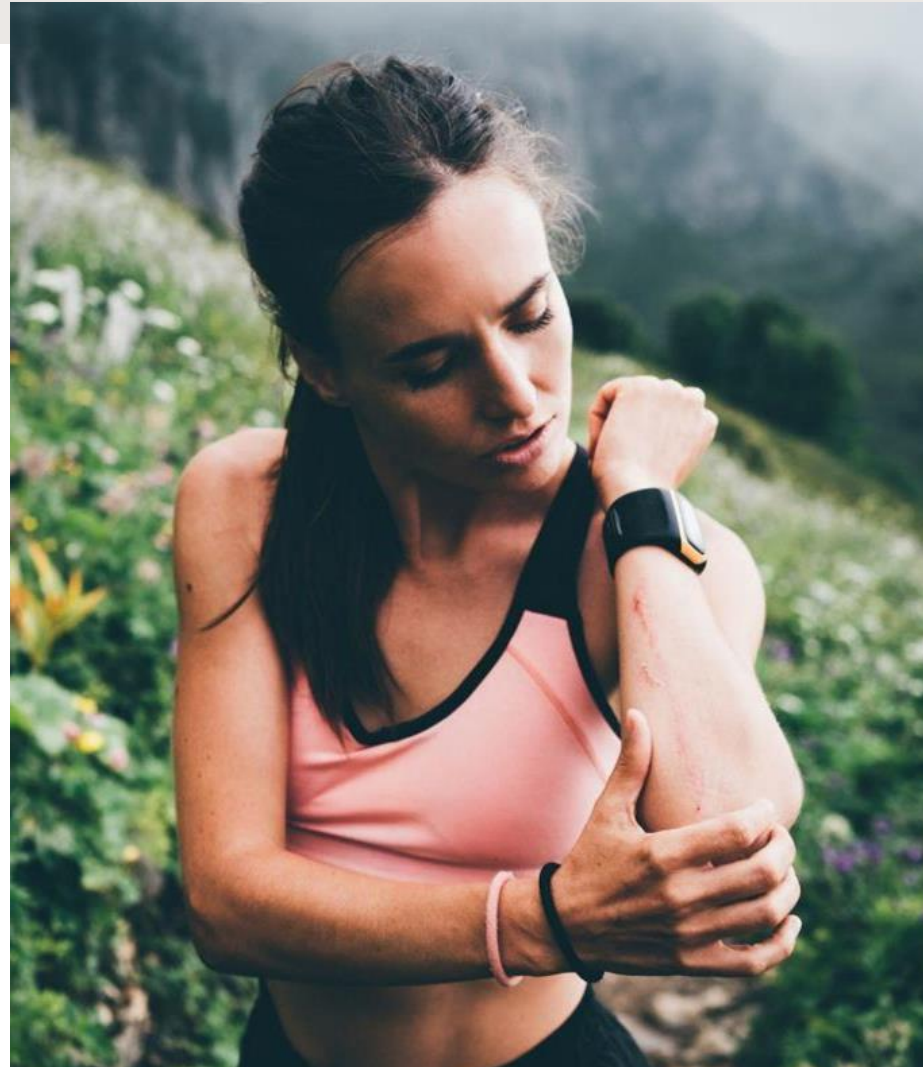
Excluding of diverse groups and reinforcing of social stereotypes and constructs.

Overly promising outside of minor wounds or depicting audiences who we do not / cannot serve with our products (ie. chronic wounds, surgical wounds).

Minor wounds

Lifestyle Imagery

- For this franchise, we want to show a **diverse range of individuals across ages**, not only children
- We should **not be confined to typical cuts and scrapes on knees** that come from stereotypical scenes of kids falling from a bike - **we look to show multiple daily life situations that resonate with our entire audience**



Product Demo

- We will showcase wounds in an **authentic and unfiltered manner**, mirroring how real individuals naturally touch, **care for, and display them**
- When we speak of "wounds", we mean minor **cuts, scrapes, burns, scars, all of which can be** depicted as per portfolio



Minor wounds

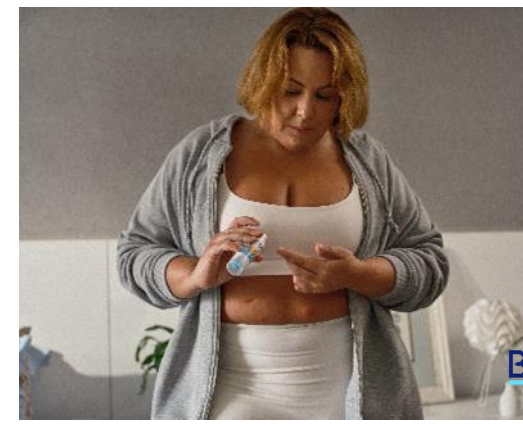
Lifestyle Imagery





Minor wounds

Product Demo



Minor Wounds



Imagery **not** to use



While there is **nothing particularly wrong** with showing scraped knees and elbows, our **communications should not be dependent** on scenes of kids falling from a bike and parents kissing their boo-boos, as these lack distinctiveness and real potential to cut through in our category

Unauthentic depictions of minor wounds should not be used (ie. happy, smiley children clearly unbothered by their wounds)

LOVE HEALS

Baby & Kids Skin



What “LOVE HEALS” is or is not in baby & kids skin

IS



Accepting and supportive of mothers, fathers, caregivers, standing by their side in every moment of their journey, acknowledging the beauty as well as the challenges of their experience and portraying that in an authentic way.



A celebration of the richness of everyday life and bonding rituals, appreciative of the importance of quality time and family moments such as nappy changes, bath time, and skin routines to nurture deep emotional connections.



Inclusive of all babies and kids with different abilities and skin colors. Supportive of diverse family structures and parental roles.

ISN'T



Judgmental, looking down at care choices or transmitting any sense of “I am an expert, I know better”. Setting unrealistic expectations of what parenthood should look like, or promoting unauthentic, idealized depictions of it.



Only a problem-solution product that shows up when needed in a cold, clinical, distant way. Seeing caregiving as mandatory task.



Excluding of diverse groups and reinforcing of social stereotypes and constructs, especially when it comes to traditional family structures and social constructs around motherhood or fatherhood.

Baby & Kids Skin

Lifestyle Imagery

- For this franchise, we are committed to **avoiding any types of stereotypes around babies and their families**
- Our portrayals can't be limited to **mom's changing diapers, and men should also feature** in roles that clearly showcase active fatherhood. **Diverse families can be portrayed**



Product Demo

- These shots will be intimate close-ups capturing tender moments of baby care, accentuating their **delicate skin and the profound impact of a caregiver's touch**

Baby & Kids

Lifestyle Imagery



Baby & Kids

Product Demo



Baby Skin



Imagery not to use

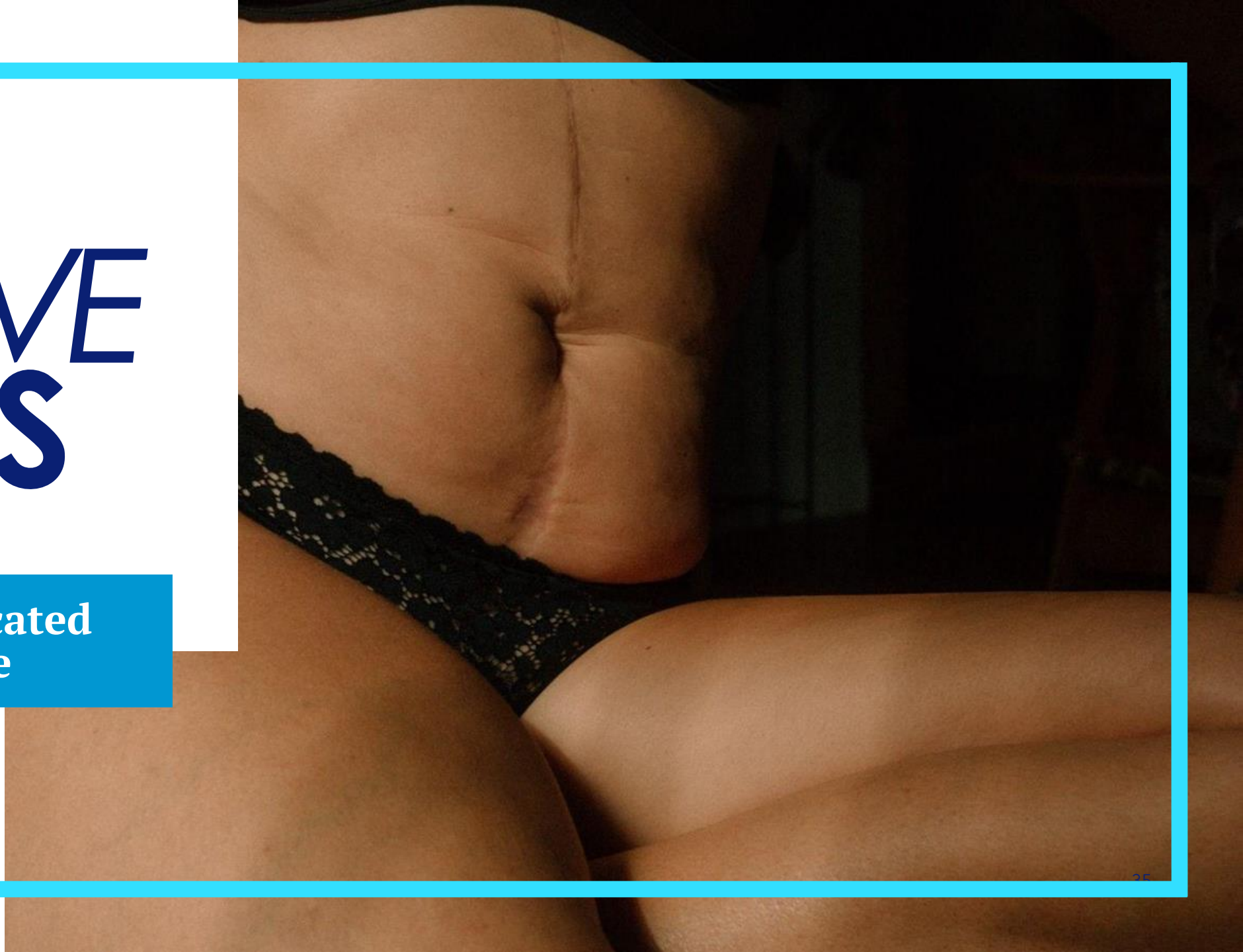


Unauthentic, staged portrayals of family time and human connection that lacks real emotional depth **should not be used**

Social stereotypes including the roles of parents (ie. "incapable father" or "overwhelmed stay-at-home mother") and **children** (ie. boys wear blue, girls wear pink) are equally a no-go

LOVE HEALS

Adult Medicated
Skincare



What “LOVE HEALS” is or is not in adult medicated skincare

IS



Empowering, reminding us we can put ourselves out there to experience life to the full, without being held back by our skin issues.



A celebration of the importance of self-love and self-care, and of how skin routines should be appreciated as a nurturing moment today, that protects us for tomorrow.



Accepting and supportive.



Inclusive of people of all ages, abilities, skin colors. Defying of social stereotypes, especially around beauty standards and body types, as well as ageism.



Real, authentic depictions of skin.

ISN'T



Accentuating negative feelings towards our skin or undermining our confidence in ourselves, making us feel insecure, unattractive. Oblivious or lacking empathy to the fact we are in constant battle with skin dryness.



A beauty ritual that lacks emotional depth and investment.



Judgmental, a pushy or pressuring force that triggers guilt for not following a specific routine or achieving specific results and struggling with reoccurring dryness.



Reinforcing social stereotypes and constructs, excluding of men or people with different body types, shapes and sizes, promoting anti-ageing mentality.



Flawless, perfect, unrealistic skin portrayals.

Adult medicated skincare

Lifestyle Imagery

- Our main emphasis for representing adult medicated skincare is on **people aged 30 and above**, portraying them in intimate moments of self-awareness and self-care within their homes, work, and overall daily life. **Male representation should also be featured as relevant in each market**
- We must showcase a variety of **skin colors, body types and ages in an authentic and unfiltered manner**



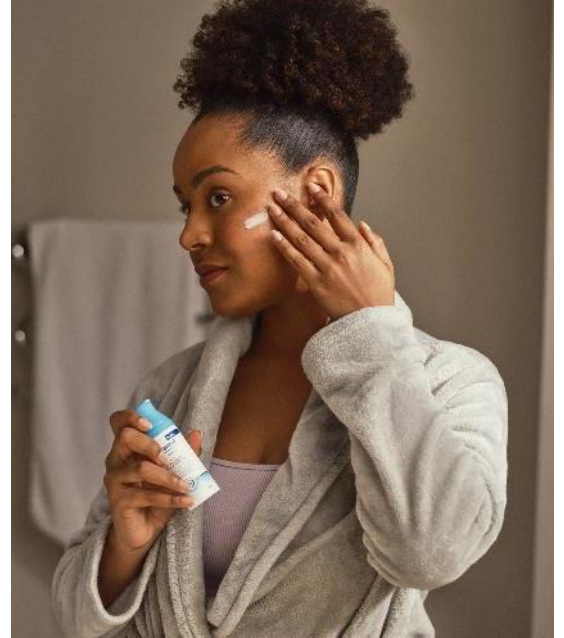
Product Demo

- Specifically, we're spotlighting **face, back, legs, arms and hands as key zones**. While dry and irritated skin issues are harder to visually portray, reddened, irritated, scaly or cracked skin **can be featured where possible to reinforce the RTB**



Adult Medicated Skincare

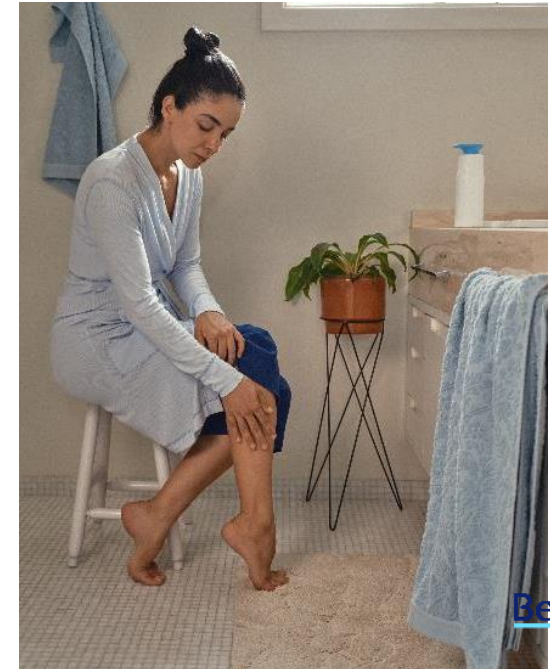
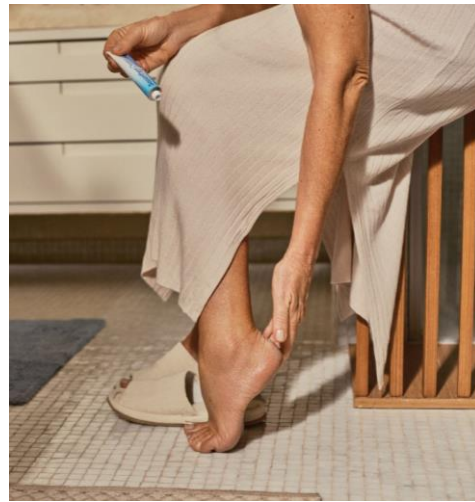
Lifestyle
Imagery





Adult Medicated Skincare

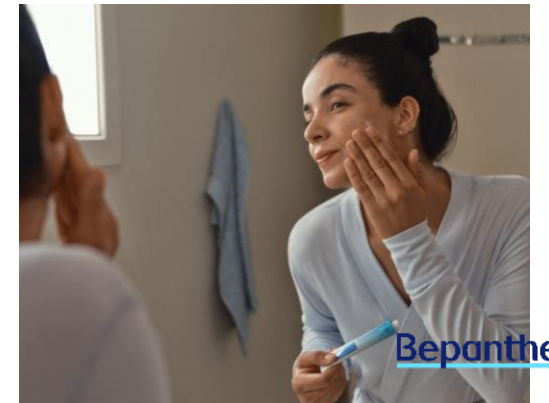
Product
Demo



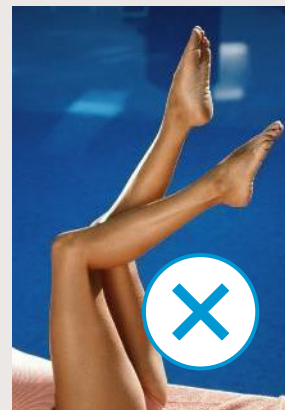
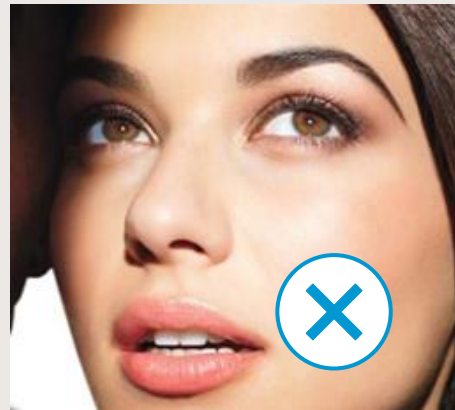


Adult Medicated Skincare

Product
Demo



Adult Medicated Skincare



Imagery not to use



Staged, artificial, unauthentic depictions of skin concern sufferers and their daily lives **should not be used** (ie. smiley women having a blast with their skin wellness routines)

Stereotyped beauty or typical beauty category photography should equally **not be used**

LOVE HEALS

Eczema



What “LOVE HEALS” is or is not is not in eczema

IS



Empowering, reminding us of the importance of feeling good in our own skin and attributing the right importance to what our healthy skin allows us to do in life, versus necessarily what it looks like on the outside.



Comforting and supportive, empathetic towards not only the physical symptoms but the psychological challenges of eczema in our lives or in the lives of our loved ones.



An encouraging, never waiving force that sticks by our side through lives' ups AND downs, in moments our skin is healthier and in the tough times when it is flared.



Inclusive of people of all ages, abilities, skin colors. Defying of social stereotypes around beauty standards.



Real, authentic, unfiltered depictions of atopic skin.

ISN'T



Accentuating negative feelings towards our skin or undermining our confidence in ourselves, making us feel insecure, unattractive.



Oblivious or lacking empathy to the fact people are in constant battle with eczema, a chronic condition extremely difficult to manage and that carries social stigma and associated shame.



Judgmental, a pushy or pressuring force that triggers guilt form for now following a specific routine and struggling with chronic eczema flare-ups that keep reoccurring.



Reinforcing social stereotypes and constructs, excluding of people with different body types, shapes and sizes.



Flawless, perfect, unrealistic skin portrayals.

Eczema

Lifestyle Imagery

- For this franchise, we are also showing a range of individuals across ages, **including adults and children (adapted to local prevalence), and genders**
- Intimate individual moments of **self-awareness and self-care** within their homes, work, and overall daily life should be captured, but beyond self-care, scenes of shared love and care with family members and loved ones should also be captured, **given both the individual can be an eczema sufferer, or a loved one**
- We should showcase a **variety of skin colors, body types and ages** in an authentic and unfiltered manner



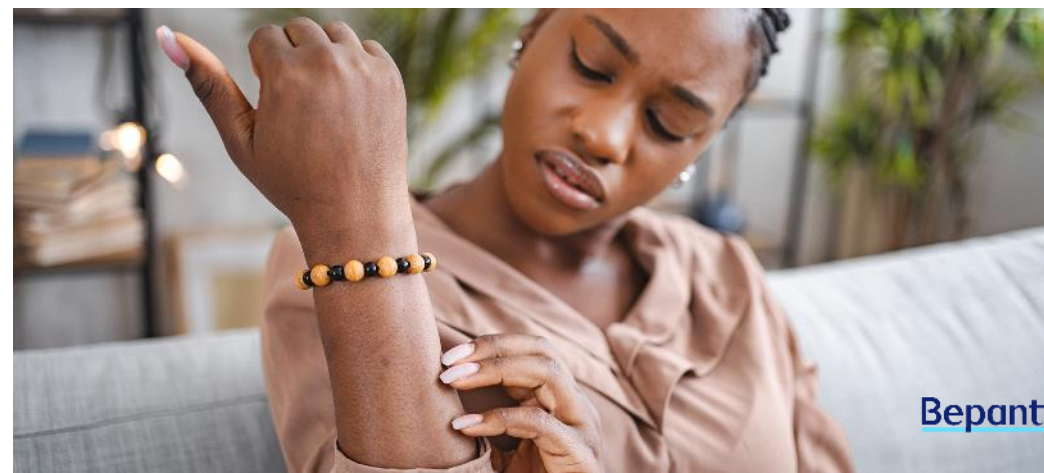
Product Demo

- In close-up images, individuals will be tending to their / their loved ones' atopic skin in a casual setting, treating it as a habitual part of their lives. Specifically, we're spotlighting face, elbows, back of knees, and torso as key affected zones. **Reddened, irritated, scaly or cracked skin should be featured where possible to reinforce the RTB**



Eczema

Lifestyle Imagery





Eczema

Product Demo



Eczema



Imagery not to use



Staged, artificial, unauthentic depictions of eczema sufferers and their daily lives **should not be used** (ie. smiley consumers having a blast with their skin routines, clearly unbothered by any skin issues). **Eczema is a chronic issue** difficult to manage, and we must be empathetic to how sufferers truly feel, both in terms of physical symptoms, but also emotional and psychological, given the stigma and shame involved

That said, overly **dramatized portrayals and distressing scenarios** and skin visuals that trigger fear, anxiety and negative response **should equally not be used**. It is important to find the right, authentic balance

Perfect, flawless skin and stereotyped beauty standards should not be used

04

Bringing the
platform to life



Assets and visual elements



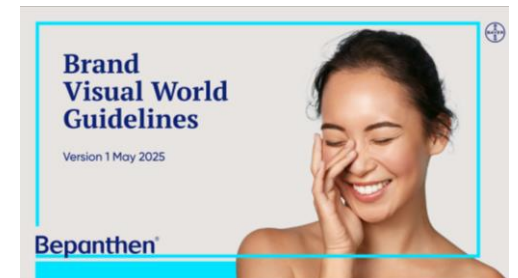
In this chapter you find examples for **bringing the platform to life**



As new IMCs are being developed, assets will continue to be integrated into this toolkit, which should serve as a **living document for the platform**



For design and visual brand language guidance, refer to the new **Brand Visual World Guidelines**



‘Love Heals’ Masterbrand

First-ever masterbrand
campaign building brand
halo across our franchises



Heal Stories

We will tell stories that showcase the Love Heals brand platform, highlighting healing through love and how the skin also plays a leading role in these moments.



WATCH NOW



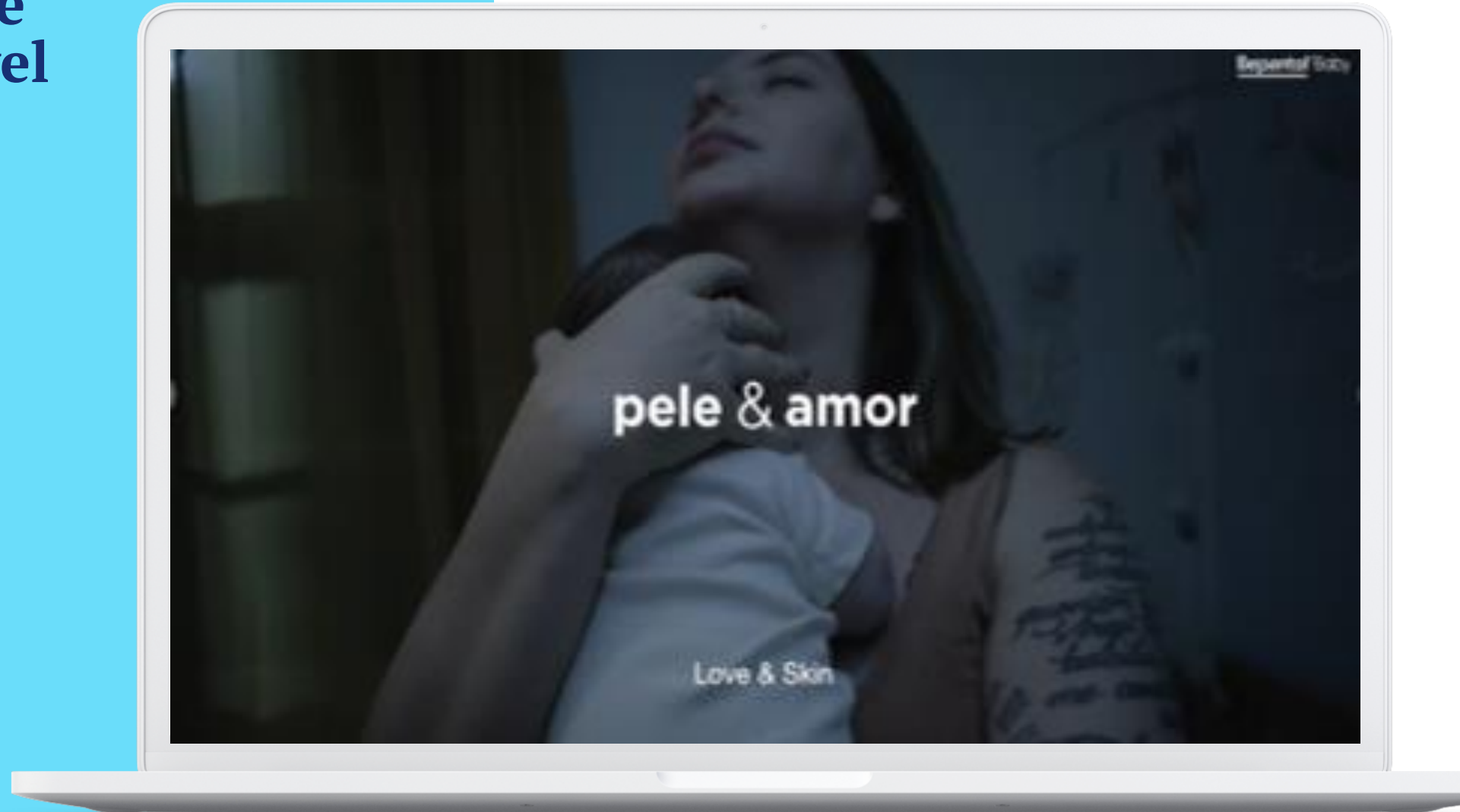
„Love Heals“ Platform Idea taking creative to another level

with **authentic**
portrayals of
parenthood



„Love Heals“ Platform Idea taking creative to another level

with **real, empathic**
portrayals of skin and
human connection



„Love Heals“ Platform Idea taking creative to another level



with **real, authentic**
portrayals of skin and
inspiring narrative
reminding us we can heal
and continue






Key visual example
depicting real care and
human connection

Bepanthen®



**Healthy skin
from inside out**

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





Social example
depicting real care and
human connection



End frame in Motion

Masterbrand

Animation stills to demonstrate how the brandmark & Wonderline would animate over imagery and transition to a Warm Grey for the Love heals end frame in video formats.

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

For full guidance on visual elements and distinctive asset usage across all touchpoints, see the Brand Visual World Guidelines.



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.



Contacts

For any questions and guidance
please reach out to your
Bepanthen Megabrand Team

pinar.saltat@bayer.com

renata.miklos@bayer.com



Bepanthen[®]



Bepanthen®