

# Bepanthen<sup>®</sup>

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**CONSUMER SHOPPER  
JOURNEY  
MINOR WOUNDS  
GERMANY**



## *The CSJ is built on the design target*

**Adults**

**73%**

**Adults who have experienced a minor wound themselves in the P12M, seek effective solutions to give them peace of mind & have purchased a wound care product from the pharmacy to treat it**

**Parents**

**27%**

**Mums/Parents with at least one child aged between 2-12 years who have experienced a minor wound themselves OR have had their child experience it in the P12M, want to do their best for their family, seek effective solutions to give them peace of mind & have purchased a wound care product from the pharmacy to treat it**

## 8 Distinctive Personas

*Focus to Adults using Healing and Disinfection products*

**Adults**

**73%**

**Parents**

**27%**

**24%**

**Adults that buy for themselves and use a Healing product (plus any other product)**

**Parents that buy for themselves and/or their children and use a Healing product (plus any other product)**

**9%**

**27%**

**Adults that buy for themselves and use a Disinfection product (plus any other product)**

**Parents that buy for themselves and/or their children and use a Disinfection product (plus any other product)**

**11%**

**18%**

**Adults that buy for themselves and use only Plaster**

**Parents that buy for themselves and/or their children and use only Plaster**

**4%**

**4%**

**Adults that buy for themselves others (not healing, disinfection or plasters)**

**Parents that buy for themselves and/or their children others (not healing, disinfection or plasters)**

**3%**



**Profile of consumer who take this journey:**

**Johanna, 48 years old  
Adult that buys for herself and  
uses a wound healing product  
(plus any other product)**



## WHO WE ARE

- 4% 18 – 25 y.o.
- 17% 26 – 34 y.o.
- 29% 35 - 50 y.o.
- 50% 51 - 69 y.o.



## WHAT DOES SHE FEEL

- She feels increasingly prepared and in control during the different phases of the shopper journey (33% in trigger phase, 30% in search phase, 40% in purchase phase, 49% in usage phase)
- She feels optimistic about the future and her health (67%)



## WHAT DOES SHE THINK

- She thinks that she knows what to do and she directly starts applying the product (40%)



## WHAT DOES SHE SAY

- Treating the wound with wound healing product is a must, in most of the cases immediately when wound occurs (69%)



## WHAT DOES SHE DO

- 23% always treat, 51% nearly every time, 25% in most cases
- 29% buy wound healing product every 2-3 months, 24% every 4-6 months, 13% every 7-12 months
- 76% bought/buy it for themselves or another adult in household. 22% bought it for own usage.
- ~4% are new category buyers.
- 27% speak directly with the pharmacists and 16% start the research on the internet. 8% ask trusted sources like mums/friends.
- Only 8% wait first and then start to treat or do not do anything hoping it will heal on its own (8%). 31% directly start usage. 29% felt prepared/in control.
- On top of wound healing products, she cleans the wound (55%), disinfecting it (42%), using plaster (71%)



## WHAT ARE HER CONCERNS

- Not to have a product when needed



## WHAT ARE HER NEEDS

When buying offline:

- She needs to have access to suitable products (13%)
- She is looking for low prices (9%)
- She wants to get advice at the store (9%)

When buying online:

- She looks for the lowest prices (20%)
- Wants to have a large variety of products (9%) and quick delivery (7%)



## WHO INFLUENCES HER

Pre-Store:

- Family and friends (51%)
- Google (32%)
- Pharmacist (23%)



## WHERE DOES SHE SHOP

- Stationary pharmacy 31%
- DM 27%
- Rossmann 16%
- ShopApotheke 5%



## WHAT BRANDS DOES SHE USE

- Hansaplast 66%
- Bepanthen Wund-Und Heilsalbe 50%
- Octenisept Wunddesinfektions-Spray 10%
- Bepanthen Antiseptische Wundcreme 8%

## Profile of consumer who take this journey:

Johanna, 48 years old  
Adult that buys for herself and uses a wound healing product (plus any other product)

## HEALTH AND ENVIRONMENTALLY CONSCIOUS

- The environment is important to her and she does everything she can to limit her impact on the environment (71%)
- Tries to buy locally produced and organic products even if they cost more (53%)
- Doing outdoor sports (37%)
- Trying to lose weight (49%)
- Take supplements (42%) several times a week



## HER PASSIONS

- Going out and socializing is important to her (56%)
  - Holidays and international travel are important to her (55%)
  - Strong interest in politics and current affairs (64%)



## SMARTPHONE IS HER ALLY

- Uses social media (55%). Facebook at least several times a week (58%)
- 61% use regularly mobile apps for news, weather, transportation

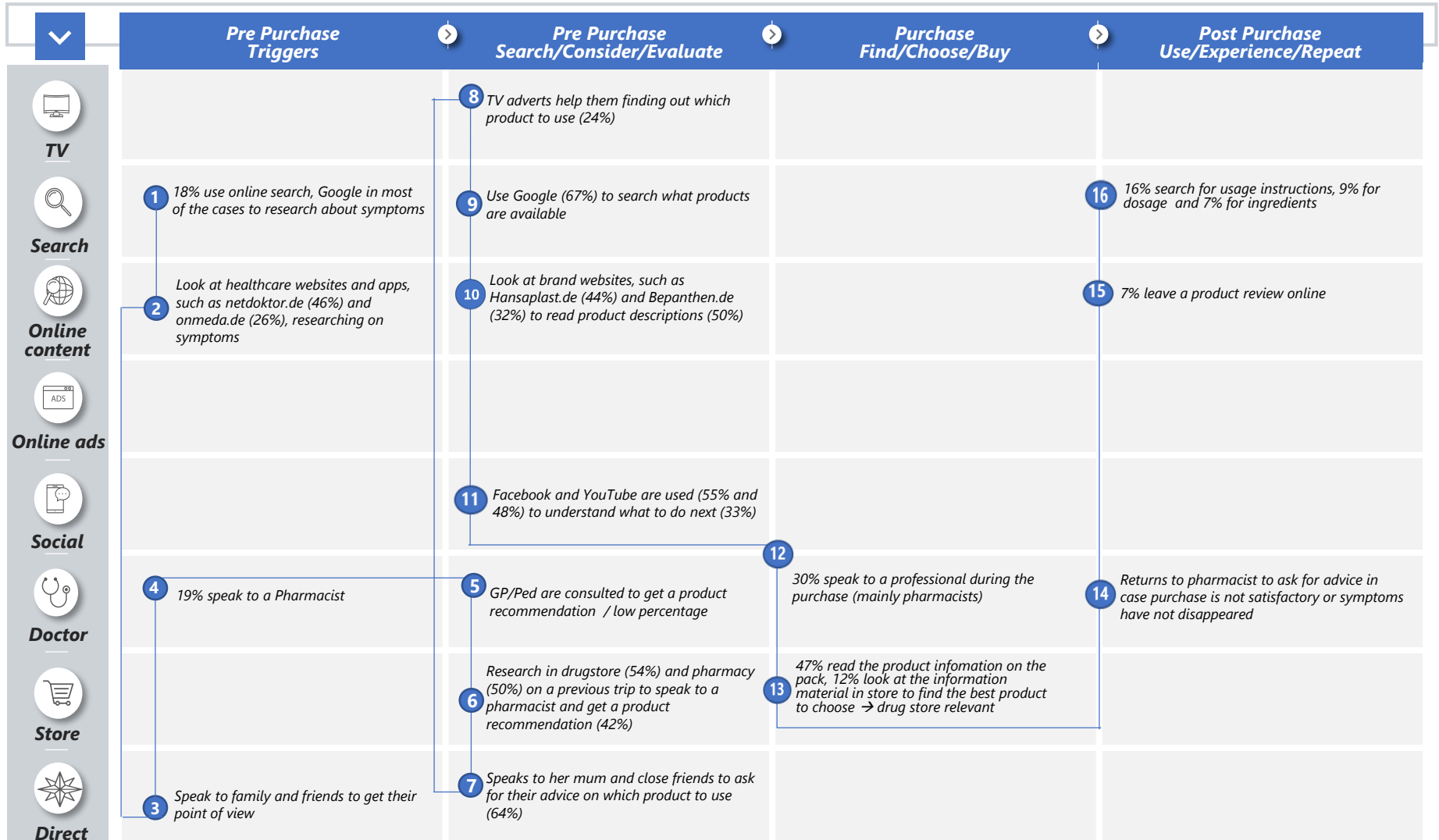
## MINOR WOUNDS GERMANY

### THE CONSUMER SHOPPER JOURNEY Adult that buys for herself and uses a healing product (plus any other product)

	Pre-Purchase Triggers	Pre-Purchase Search / Consider / Evaluate	Purchase Find / Choose / Buy	Post Purchase Use / Experience / Repeat
<p><b>Doing</b></p>	<p><b>Main symptoms/triggers:</b> a cut that is bleeding (61%), a minor wound (53%), blisters (32%), grazes (31%), a cut that is not bleeding (21%), a minor burn (24%), insect bite (21%), other symptoms (animal scratches 16%, dirty wound 6%, etc.)</p> <p><b>Initial Response:</b> Directly started to use product (40%) Spoke with the pharmacist (19%) Started to research on the internet (18%), discussed with doctor (7%), asked mums/friends (6%) Which resulted in 33% feeling in control</p>	<p>32% speak to relatives:</p> <ul style="list-style-type: none"> <li>To know which product to use (64%)</li> <li>To understand the symptoms (27%)</li> <li>To understand what to do next (24%)</li> </ul> <p>32% search online:</p> <ul style="list-style-type: none"> <li>To search what products are available (33%)</li> <li>To read product descriptions (32%)</li> <li>To review prices (27%)</li> </ul> <p>63% base their planned purchase on past product experience, followed by brand benefits (57%), brand itself (50%) and tolerability (49%).</p>	<ul style="list-style-type: none"> <li>67% of purchases are planned</li> <li>38% plan which brand to buy before going to the store, 40% decide the brand in store, 22% do not consider brand at all</li> <li>47% buy minor wound product for immediate use, 37% to stock up, 12% to explore new products</li> <li>67% stock up as they were running low of products, 31% run out, 10% saw an interesting promotion</li> </ul>	<ul style="list-style-type: none"> <li>38% always use a product when minor wound occurs</li> <li>23% always treat, 51% nearly every time, 25% in most cases and 1% never.</li> <li>~28% treat only first day, 52% until scab is gone and 21% few days after the scab has gone</li> <li>16% search for usage instructions, 9% for dosage and 7% for ingredients. 69% does not do any further research after purchasing</li> <li>Only 7% of users leave a review after use. Of those, 56% leave the review on the retailer's website</li> </ul>
<p><b>Touchpoints</b></p>	<p><b>HCP</b> (GP 7%, Pharmacist 19%)</p> <p><b>Online</b> (18%)</p> <p><b>Friends and family</b> (6%)</p>	<p><b>Friends</b> (19%)</p> <p><b>Pharma</b> (23%)</p> <p><b>Relatives</b> (32%)</p> <p><b>GP</b> (5%)</p> <p><b>Google</b> (32%)</p> <p><b>Derma</b> (6%)</p> <p><b>TV</b> (10%)</p> <p><b>FB</b> (12%)</p> <p><b>Drugstore</b> (24%)</p> <p><b>Magazine</b> (7%)</p> <p><b>Pharm. website</b> (16%)</p>	<p><b>HCPs</b> (30%) (Pharma 76%, GP 7%, PTA 15%, Derma 10%)</p> <p><b>Product Info/Pack</b> (47%)</p> <p><b>In store</b> (Ads 22%, Info Materials 12%)</p>	<p><b>Online Search</b> (33%)</p> <p><b>GP</b> (17%)</p> <p><b>Pharmacist</b> (67%)</p>
<p><b>Gains</b></p>	<p>Feeling in control. Knowing what to do</p>	<p>Bepanthen is the first brand choice (35%) and brand used most often (37%)</p> <p>Bepanthen is the brand with the highest affinity (63%)</p> <p>Asking trusted sources and understanding which product to use, gives her a sense of control</p>	<p>Brand trust (47%)</p> <p>Easy to use (43%)</p> <p>Considered effective, with good quality (40%)</p> <p>The best product at the best price that provides immediate results</p>	<p>Easy to use (90%)</p> <p>Fully meets her needs (85%)</p> <p>Get rid of symptoms and relief herself</p>
<p><b>Pains</b></p>	<p>Low involvement category, only 23% always treat</p>	<p>Bepanthen is not considered the most unique (47% vs Medigel Schnelle Wundheilung 59% top-2-box)</p> <p>Hansaplast's website is more important touchpoint vs. Bepanthen.de (44% vs. 32%)</p> <p>Using TV, Online, Print advertising for product search and evaluation does not meet her expectations (11%)</p>	<p>Concerned if product will work and deliver fast acting</p> <p>Price is too high (12%)</p>	
<p><b>Insights / Why</b></p>	<ul style="list-style-type: none"> <li>69% start minor wound treatment immediately, 29% when bleeding is stopped, 2% when scab has formed</li> <li>On top of the wound healing product, 71% use plasters, 42% disinfection products and 55% clean the wound with water or use cleansing product</li> </ul>	<ul style="list-style-type: none"> <li>Search Hierarchy: Brand 40%, Price 36%, Product size 32%, Benefit 31%</li> <li>Reasons for exploring products: 41% like to try new products, 24% heard about a new product, 24% not satisfied with current product, 14% heard about a promotion</li> </ul>	<ul style="list-style-type: none"> <li>Main drivers of store choice: products availability, lowest prices and advice</li> <li>50% buy products for finger area, 38% hand, 14% foot, 14% elbow, face 11%, 8% knee</li> <li>For online purchases, 36% typed search for the category, 27% for a specific brand and 11% for product variant</li> </ul>	<ul style="list-style-type: none"> <li>71% of users say the product is extremely easy to use. 16% claim it is fairly easy and 5% say it is difficult to use</li> <li>81% say the product fully met their needs. 16% say the brand partially met their needs</li> </ul>
<p><b>Implications for brand</b></p>	<ul style="list-style-type: none"> <li>Strengthen partnerships with Pharmacists as they play a key role in product recommendation/ ongoing via sales reps and seasonal POS activities</li> <li>As the most common issue is bleeding and the most common solution is a plaster, educating shoppers on the benefits of total wound care (cleansing/disinfection/protection/wound healing) is key → "1 2 3 concept" consisting of disinfection, healing &amp; anti-scar</li> </ul>	<ul style="list-style-type: none"> <li>Use targeted ads through Google amongst those looking for product descriptions (SEA, OLV)</li> <li>Further enhance website performance (in order to keep up with Hansaplasts Overall Website or other leading Wound Healing competitor)</li> <li>Further strengthening a holistic wound care regimen that promotes effective wound care treatment, increasing brand's uniqueness/wound healing expert</li> <li>Deliver news to those WH users who like to try new products (→ Raphael, but also create medical News for WHO)</li> </ul>	<ul style="list-style-type: none"> <li>Ensure visibility is optimized through pack redesign and explore special displays as a way to demonstrate category leadership</li> <li>The pack is the key touchpoint in store/mass market and should be leveraged to ensure shoppers are convinced about product benefits. DE: OTC/shelf behind the counter</li> <li>Strengthen partnerships with Pharmacists as they play a key role in product recommendation</li> </ul>	<ul style="list-style-type: none"> <li>Encourage positive product reviews &amp; engage with users online</li> </ul>

## MINOR WOUNDS GERMANY

THE CONSUMER SHOPPER JOURNEY  
**Adult that buys for herself and uses a healing product (plus any other product)**



## CSJ Key Conclusions & Leverage Points

Overall priority	Key conclusions: opportunities to leverage/ barriers to overcome	Task for the brand	Touchpoint to be leveraged	Impact on Bepanthen (high-med-low)	Ability to implement (high-med-low)
M	<p><b>"Price is too high" (12%)</b> One of the key barriers is that price of WHO seems to be too high for some people in the category.</p>	<ul style="list-style-type: none"> <li>Ongoing Tracking &amp; analysis of NRM price increase (+10% vs. PY price) especially in comparison to competition; influence on future price increase decisions for WHO</li> <li>Find ways to justify premium: Ongoing equity building, marketing, medical studies &amp; PR</li> <li>Stay up to date and bond with younger target groups in order to become and stay relevant for them as a brand and anticipate trends</li> </ul>	<p>POS: (e)Pharmacy</p> <p>PR/ Arche, ATL (Digital, TV)</p>	M	M-H
H	<p><b>Younger target group (Minor Wounds DE Equity study)</b> Ageing loyal base (very strong image perception among WHO users 60+, still strong but a little less in the younger target groups), average treader of CSJ 48</p>	<ul style="list-style-type: none"> <li>Emotional bonding / equity building among younger target groups</li> <li>Become best in class in channels where younger target groups spend their time (e.g. social media, Youtube)</li> <li>Activate tattoo business (2020+)</li> <li>Manage availability and presence online (eCommerce)</li> <li>Strengthen unique "healing image" &amp; claim</li> </ul>	<p>Digital: eCommerce, Social Media, Youtube, Brand Website</p>	H	H
H	<p><b>Uniqueness vs. Allrounder Status</b> Bepanthen is not considered the most unique (Bepanthen 47% vs Medigel Schnelle Wundheilung with 59%; top-2-box)</p>	<ul style="list-style-type: none"> <li>Bepanthen WHO is an allrounder in Germany serving many different consumers but has to communicate them properly through Product Page &amp; eCom asset Optimization; enhance digital targeting, align with LMR to further include new purposes (tattoo, nappy)</li> <li>Launch of NPD Raphael to serve wound healing customers looking for a light &amp; cool galenic</li> </ul>	<p>Brand Website &amp; ecommerce</p> <p>Programmatic targeting</p> <p>POS</p>	H	M-H
L	<p><b>Review Post Purchase</b> We know that Bepanthen WHO has great reviews online but until now we did not find a way to market those properly</p>	<ul style="list-style-type: none"> <li>Set up a campaign to ask for reviews of Bepanthen users in order to "own" the reviews (currently they are owned by the eCommerce Platforms). Afterwards those owned reviews can be used for eCommerce assets, brand website and more</li> </ul>	<p>eCommerce Website</p>	L	M
L	<p><b>Channel choice &amp; information</b> 33% shop for their healing product in drugstores and not in the pharmacy. 11% say there is not enough information on shelf.</p>	<ul style="list-style-type: none"> <li>Not actionable DE: OTC has to be sold through pharmacies</li> <li>Bepanthen not in shelf in pharmacy but behind the counter → Website information should be strengthened so that people can inform themselves before &amp; after their purchase</li> <li>No active management of mass market even for MDs (grey market)</li> </ul>	<p>POS (Drugstore);</p> <p>Website and eCommerce for information</p>	M	L



## WHO WE ARE

- 4% 18 – 25 y.o.
- 15% 26 – 34 y.o.
- 28% 35 - 50 y.o.
- 54% 51 - 69 y.o.



## WHAT DOES SHE FEEL

- She feels increasingly prepared and in control during the different phases of the shopper journey (28% in trigger phase, 29% in search phase, 35% in purchase phase, 48% in usage phase)
- She feels optimistic about the future and her health (71%)



## WHAT DOES SHE THINK

- She thinks that she knows what to do and she directly starts applying the product (39%)



## WHAT DOES SHE SAY

- Disinfecting the wound is a must, in most of the cases immediately when wound occurs (71%)



## WHAT DOES SHE DO

- 26% buy wound care products every 4-6 months (24% every 2-3 months, 22% every 7-12 months, 13% over 12 months)
- **30% buy disinfection product every 2-3 months (27% every month)**
- 26% speak directly with the pharmacists and 12% start the research on the internet
- **12% wait first and then start to treat or do not do anything hoping it will heal**
- On top of disinfection product, she **cleans the wound (45%)**, uses wound healing product (37%) and plaster (78%)
- She treats until scab is gone (52%)



## WHAT ARE HER CONCERNS

- Not to have a product when needed. 45% shop for immediate usage



## WHAT ARE HER NEEDS

When buying offline:

- She needs to have access to suitable products (10%)
- She is looking for low prices (8%)
- She wants to get pharmacist advice (8%)

When buying online:

- She looks for the lowest prices (23%)
- Wants to have a large variety of products (11%) and quick delivery (9%)



## WHO INFLUENCES HER

Pre-Store:

- Family and friends (54%)
- Google (28%)
- Pharmacist (28%)



## WHERE DOES SHE SHOP

- |                       |     |
|-----------------------|-----|
| • Stationary pharmacy | 35% |
| • DM                  | 24% |
| • Rossmann            | 15% |
| • ShopApotheke        | 6%  |



## WHAT BRANDS DOES SHE USE

- **Hansaplast 79%**
- **Bepanthen Wund-Und Heilsalbe 39%**
- Octenisept Wunddesinfektions-Spray 13%
- Bepanthen Antiseptische Wundcreme 10%

*Profile of consumer who take this journey:*

**Daniella, 53 years old**  
**Adult that buys for herself and uses a disinfection product (plus any other product)**

## Profile of consumer who take this journey:

Daniella, 53 years old  
Adult that buys for herself and uses a  
disinfection product (plus any other product)

## HEALTH AND ENVIRONMENTALLY CONSCIOUS

- The environment is important to her and she does everything she can to limit her impact on the environment (65%)
- Tries to buy locally produced and organic products even if they cost more (55%)
- Doing outdoor sports (33%)
- Trying to lose weight (46%)
- Take supplements (40%) several times a week



## HER PASSIONS

- **Gardening (46%)**
- Holidays and international travel are important to her (57%)
- **Reading a book (59%), newspaper/magazine (58%)**









## REGULAR SMARTPHONE USAGE

- Uses social media (53%). Facebook at least several times a week (52%)
- 55% use regularly mobile apps for news, weather, transportation

## MINOR WOUNDS GERMANY

### THE CONSUMER SHOPPER JOURNEY Adult that buys for herself and uses a disinfection product (plus any other product)

✓	Pre-Purchase Triggers	Pre-Purchase Search / Consider / Evaluate	Purchase Find / Choose / Buy	Post Purchase Use / Experience / Repeat
 <p><b>Doing</b></p>	<ul style="list-style-type: none"> <li><b>Triggers:</b> mainly injury out of home or at home, secondly insect bite (18%), scratches from an animal (17%), sunburn (8%), chronic wound (4%), tattoo (3%)</li> <li><b>Main symptoms:</b> a cut that is bleeding (65%), a minor wound (48%), blisters (27%), grazes (32%), a cut that is not bleeding (20%), a minor burn (17%)</li> <li><b>Initial Response:</b> Directly started to use product (39%) Spoke with the pharmacist (19%) <b>Started to research on the internet (9%)</b> Which resulted in 28% feeling in control</li> </ul>	<ul style="list-style-type: none"> <li>37% speak to family and friends:               <ul style="list-style-type: none"> <li>To know which product to use (65%)</li> <li>To understand the symptoms (26%)</li> <li>To understand what to do next (19%)</li> </ul> </li> <li>27% search online:               <ul style="list-style-type: none"> <li>To search what products are available (36%)</li> <li>To read product descriptions (42%)</li> <li>To review prices (26%)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>61% of purchases are planned</li> <li>37% plan which brand to buy before going to the store, 39% decide the brand in store, 24% do not consider brand at all</li> <li>45% buy the product for immediate use, 38% to stock up, 10% to explore new products</li> <li>71% stock up as they were running low of products, 20% run out, 10% saw an interesting promotion</li> </ul>	<ul style="list-style-type: none"> <li>40% always use a product when minor wound occurs, 23% nearly every time, 15% in most of the cases, 13% occasionally</li> <li>14% search for usage instructions, side effects 10%, 6% for dosage and 5% for ingredients. 73% does not do any further research after purchasing</li> <li>Purchase is done, but sometimes it is not satisfactory, causing frustrations, so she returns to pharmacist for more advice</li> <li>Only 3% of users leave a review after use</li> </ul>
 <p><b>Touchpoints</b></p>	<ul style="list-style-type: none"> <li><b>HCP</b> (GP 8%, Pharmacist 19%)</li> <li><b>Online</b> (9%)</li> <li><b>Friends and family</b> (6%)</li> </ul>	<ul style="list-style-type: none"> <li><b>Friends</b> (19%)</li> <li><b>Pharma</b> (28%)</li> <li><b>Relatives</b> (35%)</li> <li><b>GP</b> (7%)</li> <li><b>Google</b> (28%)</li> <li><b>Derma</b> (5%)</li> <li><b>TV</b> (12%)</li> <li><b>FB</b> (7%)</li> <li><b>Drugstore</b> (25%)</li> <li><b>Magazine</b> (4%)</li> </ul>	<ul style="list-style-type: none"> <li><b>HCPs</b> (34%) (Pharma 78%, GP 13%, PTA 6%, Derma 8%)</li> <li><b>Product Info/Pack</b> (52%)</li> <li><b>In store</b> (Ads 23%, Info Materials 14%)</li> </ul>	<ul style="list-style-type: none"> <li><b>Online Search</b> (33%)</li> <li><b>GP</b> (17%)</li> <li><b>Pharmacist</b> (50%)</li> <li><b>Friends/Family</b> (17%)</li> </ul>
 <p><b>Gains</b></p>	<ul style="list-style-type: none"> <li>Feeling in control. Knowing what to do</li> <li>Asking trusted sources and understanding which product to use, gives her a sense of control</li> <li>Bepanthen is the brand with the highest affinity (63%)</li> <li>Brand trust (64%)</li> <li>Works reliable (64%)</li> <li>BPN AWC is easy to use (100%)</li> <li>BPN AWC fully meets her needs (100%)</li> <li>BPN AWC considered effective, with good quality (50%)</li> <li>The best product at the best price that provides immediate results</li> <li>Get rid of symptoms and relief herself</li> </ul>			
 <p><b>Pains</b></p>	<ul style="list-style-type: none"> <li>Low involvement category. Some people do not do anything at all, hoping it will heal on each own (7%)</li> <li>Hansaplast is the brand used most often (28% vs 26% for BPN)</li> <li>Concerned if product will work and deliver fast acting</li> <li>Does not offer a lot of variation or formats</li> <li>Price is too high (14%) for BPN AWC</li> <li>Low visibility (13%) of BPN ACW</li> </ul>			
 <p><b>Insights / Why</b></p>	<ul style="list-style-type: none"> <li>71% start treatment immediately, 26% when bleeding is stopped, 3% when scab has formed</li> <li>On top of the disinfection product, 78% use plasters, 38% wound healing products and 45% clean the wound with water or use cleansing product</li> </ul>	<ul style="list-style-type: none"> <li><b>Search Hierarchy: Benefit 37%, Brand 35%, Price 34%, Product size 29%,</b></li> <li>Reasons for exploring products: 57% like to try new products, 21% heard about a new product, 14% not satisfied with current product, 18% heard about a promotion</li> </ul>	<ul style="list-style-type: none"> <li>Main drivers of store choice: products availability, lowest prices and advice</li> <li>51% buy products for finger area, 34% hand, 17% foot, 11% elbow, 11% knee, wrist 11%</li> <li>48% buying from the regular shelf in store, 25% from behind the counter, 21% from a special display</li> <li>For online purchases, 36% typed search for the category, 23% for a specific brand and 11% for product variant</li> </ul>	<ul style="list-style-type: none"> <li>71% of users say the product is extremely easy to use. 19% claim it is fairly easy and 2% say it is difficult to use</li> <li>80% say the product fully met their needs. 18% say the brand partially met their needs</li> </ul>
 <p><b>Implications for brand</b></p>	<ul style="list-style-type: none"> <li>Strengthen partnerships with Pharmacists as they play a key role in product recommendation</li> <li>As the most common issue is bleeding and the most common solution is a plaster, educating shoppers on the benefits of total wound care (cleansing/disinfection/protection/wound healing) is key</li> </ul>	<ul style="list-style-type: none"> <li>Generate WOM through friends and family</li> <li>Use targeted ads through Google amongst those looking for product descriptions, communicating first product benefit</li> <li>Develop a holistic wound care regimen that promotes effective wound care treatment, increasing BPN's usage</li> </ul>	<ul style="list-style-type: none"> <li>Develop additional formats/new products, with disinfection properties</li> <li>Ensure visibility is optimized through pack redesign and explore special displays as a way to demonstrate category leadership</li> <li>The pack is the key touchpoint in store and should be leveraged to ensure shoppers are convinced about product benefits</li> <li>Strengthen partnerships with Pharmacists as they play a key role in product recommendation</li> <li>Drugstores are taking an important share of sales. Re-evaluate potential partnership</li> </ul>	<ul style="list-style-type: none"> <li>Ensure pack provides clear and detailed explanation on usage instructions and ingredients, so as to limit the number of those having to look these up post purchase</li> <li>Encourage positive product reviews &amp; engage with users online</li> </ul>

## MINOR WOUNDS GERMANY

THE CONSUMER SHOPPER JOURNEY  
**Adult that buys for herself and uses a disinfection product (plus any other product)**

