



# Skin Health Product Catalogue

2025

**Bepanthen**<sup>®</sup>

# Bepanthen®

Bayer's Global Skin Health Megabrand

**The Product Catalogue provides a comprehensive overview of Bepanthen's strategic skin health portfolio** with essential product details to help you shape your portfolio strategy and innovation pipeline, as well as sharpen the propositions of existing products.

For any questions and details, please reach out to your Bepanthen Megabrand Team.



## **Disclaimer:**

- Product positioning and claims for guidance only as global framework. Needs to be assessed together with local dossier and regulations.
- For claims introduced on the product pages of this document, always consult the labeling document (GST for cosmetics and MDs, CCDS for OTC) as well as refer to your local Legal, Medical, Regulatory colleagues to ensure compliance with local regulations.
- Roll-out of the products should be assessed locally and, on a case-by-case basis depending on specific country or regional requirements. Roll-out information in this document is for broad guidance only. Please always contact global functions as per standard process for roll-outs.

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A woman with dark hair tied back, wearing a grey strapless top, is smiling and applying a white cream to her right shoulder. She is holding a small blue jar of cream in her left hand. The background is a light-colored wall with a towel hanging on a rack.

# Strategic Context: Brand Architecture & Portfolio Overview

# Bepanthen Brand Growth Strategy on a page

Our Strategic Ambition is to build **Bepanthen** as a more **holistic, loved, skin health expert** brand

**Bepanthen**<sup>®</sup>

## AMBITION

Evolve Bepanthen FROM an occasional skin damage saviour  
TO a more holistic, loved, skin health expert brand

## STRATEGIC TERRITORIES OF CHOICE

**Demand Spaces:** Baby & Kids Skin Health | Minor Wounds | Adult Medicated Skincare | Compromised Skin

**Geographic Presence:** EMEA, LATAM, APAC

**Growth Audiences:** Baby & Kids Growth Audience: All expecting parents and parents with a child up to 5yrs of age, conscious about their child's skin health

## BRAND DEVELOPMENT MODEL

### STEP 1 BUILD BASE

Establish base penetration and credentials in healing and efficacy

### STEP 2 INCREASE PRESENCE

Unlock high frequency and new usage occasions for the brand

### STEP 3 BUILD DEPTH

Add premium value entering specialized segments

## GLOBAL STRATEGIC PRIORITIES

### Build a healing, love brand

**Reinforce healing equity** such as through efficacy claims, HCP advocacy and impactful new Science Visualization of VBL, also **ignite emotional connection** with consumers via creative platform 'Love Heals'

**Deploy "Love Heals" creative platform consistently** bringing it to life across all IMCs and create a seamless consumer experience with full funnel brand experiences

**Launch Visual Brand Language** across all brand touchpoints to unify the portfolio & activations with coherence and to reinforce brand identity

**Activate the brand purpose by acting on sustainability strategy:** Champion Area 'Healing young people who feel vulnerable because of their skin' and Defend Areas 'clean formulations' and 'sustainable & inclusive packs'

### Develop a holistic skin health portfolio

**Build base by keeping the healing core competitive:** Secure a healthy core grounded on strong efficacy claims and HCP endorsement whilst developing commercial innovations and NPDs in core to future-proof the business in long run

**Increase presence by expanding into high-frequency use territories** offering daily skin regimens that open space for the brand in new usage occasions: adult medicated daily skincare, eczema restore, baby & kids daily skin health

**Build depth by serving specialized skin needs:** Explore and validate entry into specialized skin health segments such as psoriasis, acne, healthy aging, allergy-prone etc.

### Accelerate global presence

**Scale existing portfolio** accelerating rollout across all white space intersections, leverage new Skin Health Product Catalogue

**Enter new demand spaces at scale** Validated new opportunity fields to be leveraged across top intersections globally for efficiencies

**Continue to grow EMEA and unlock vast potential in LATAM & APAC** to deliver disproportionate growth by addressing consumer needs with tailored solutions in these regions

# Megabrand Strategic Priorities

To nurture Bepanthen's ability to grow, 3 strategic priorities were set to transform Bepanthen into a more holistic, loved, skin health expert brand. The **Skin Health Product Catalogue aims to unlock the 2<sup>nd</sup> Strategic Priority** of developing a more holistic skin health portfolio.



## 1 Build a HEALING, LOVE brand

Establish **brand fundamentals** and create full funnel brand experiences to reinforce **healing equity** whilst igniting **emotional connection** with consumers



## 2 Develop a more holistic skin health portfolio

Cater **treatment and daily regimens** that can be easily integrated into consumers' self-care repertoires, are truthful to the science of skin; ensuring maximum scale globally in strategically selected segments



## 3 Accelerate global geo presence

Continue to grow EMEA and unlock vast potential of LATAM and APAC to **boost global performance**



# Brand Architecture

Brand Essence: Healing from within - physically & emotionally

Brand Benefit POD: Gentle yet transformative skin healing trusted for generations

Audiences

ADULTS

BABY & KIDS

Demand Spaces

MINOR WOUNDS

DRY & IRRITATED SKIN

ECZEMA

ACNE\*

HEALTHY AGING inc. MENOPAUSAL SKIN\*

MINOR WOUNDS

NAPPY RASH

ECZEMA

FRAGILE SKIN (NEWBORN, DRY, SENSITIVE)

ALLERGIC DERMATITIS\*

Need States

HEAL  
my skin NOW

PROTECT  
my skin ALWAYS

HEAL  
my child's skin NOW

PROTECT  
my child's skin ALWAYS

Functional Benefit

Fast, effective healing

Immediate comfort and  
lasting protection

Safe, fast, effective healing

Safe, trusted skin protection and  
skin resilience building

Emotional Benefit

Freedom from discomfort

Calming reassurance

Parental relief and self-affirmation

Fulfilled parental duty

Naming Principles

Masterbrand Name: Bepanthen(ol)

+ Skin Concern / Skin Need: Atopic Eczema, Dry Skin, Nappy Rash, etc.

+ Product Benefit: Healing, Soothing, Itch Relief, Nourish & Protect, Intensive Repairing, etc.

+ Product Format: Ointment, Cream, Balm, Gel, Foam Spray, Wash, etc.

Role in Growth Model

Core to build base penetration and healing equity, igniting passion for the brand in its rescuer role

Breadth expansion to drive frequency of use building closer relationships and stronger mental availability as skin health expert

Core to build base penetration and healing equity, igniting passion for the brand in its rescuer role

Breadth expansion to drive frequency of use building closer relationships and stronger mental availability as skin health expert

\*New opportunity field ideas to be explored and validated. Included in the architecture to visualize potential stretch of the brand and where it potentially fits into the architecture.

# Portfolio Architecture

Guided by our brand architecture, **the Portfolio Architecture encompasses how we organize our portfolio of products with clear hierarchy and consistent taxonomy**, also showcasing where potential future brand expansion will fit into our portfolio.

		HEAL MY SKIN NOW	PROTECT MY SKIN ALWAYS
Baby & Kids Skin Health	Baby & Kids	<b>Baby Nappy Rash</b> <hr/> Baby & Kids Eczema Treatment*	<b>Baby &amp; Kids Daily Skincare (newborn, dry, sensitive skin)</b> <hr/> Baby & Kids Eczema Daily Management*
Adult Skin Health	Minor Wounds	<b>Minor Wounds treatments</b>	
	Adult Medicated Skincare	<b>Dry &amp; Irritated Skin Multipurpose Treatments</b> <hr/>	<b>Dry Skin Daily Management (body, face, hand, lips)</b> <hr/> Oily Skin Daily Management*
		<b>Tattoo Treatment</b> <hr/>	Healthy Aging Daily Skincare including menopausal skin* <hr/> <b>Tattooed Skin Daily Management</b>
	Compromised Skin	<b>Eczema Treatment</b> <hr/> Acne Treatment*	<b>Eczema Daily Management</b> <hr/> Acne Daily Management*
Beyond Skin	Eye Care		<b>Dry Eyes Daily Management</b>

\*New opportunity field ideas to be explored and validated. Included in the architecture to visualize potential stretch of the brand and where it potentially fits into the portfolio architecture.

\*\* Eye Care: developed business primarily in Western and Central European countries historically in mature Bepanthen markets with scale. Remains a Regional Play leveraging existing heritage whilst we build global Skin Health equity of Bepanthen with a strategic skin health portfolio, in line with the brand's strategic ambition.

# Bepanthen's Strategic Product Portfolio

Bringing to life our brand architecture



**Baby & Kids Skin Health**



**Minor Wounds**



**Adult Medicated Skincare**



**Compromised Skin**

## HEAL MY SKIN NOW



## PROTECT MY SKIN ALWAYS



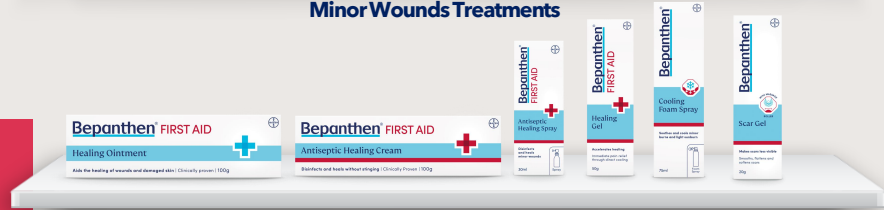
### Baby Nappy Rash



### Baby & Kids Daily Skincare



### Minor Wounds Treatments



### Dry Skin Daily Management (body, face, hand, lip)



### Dry & Irritated Skin Multipurpose Treatments



### Tattooed Skin Daily Management



### Eczema Treatments



### Eczema Daily Management





# Baby & Kids Skin Health

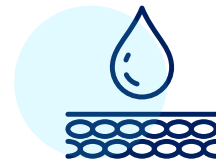
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Product Portfolio



# Baby & Kids Skin Health

## Portfolio Overview



## Baby Nappy Rash



## Baby & Kids Daily Skin Care

## > Medical and Consumer Need

A baby skin barrier is developing and vulnerable to damage from prolonged wetness and irritants in nappies, which can lead to nappy rash. This can cause distress to babies and parents alike. When symptoms occur number one need is to get back **to healthy skin fast**. Then, parents seek a gentle yet effective nappy care solution to **prevent reoccurrence**

## > Target Audience

- From birth on, for babies **during nappy-wearing years**
- For mums to care for the **nipple during breastfeeding**

## > Proposition

Bepanthen Baby offers its signature **gentle, yet effective formula that is clinically proven** to treat and protect from nappy rash. Purest formula with no irritants, ideal for use at every nappy change. Endorsed by generations of mums and doctors.

## > Ingredients & Format

- Ointment with 5% Dexpanthenol (Provitamin B5), lipids (25% lanolin), natural almond oil
- **Pack sizes:** 10g, 20g, 30g, 50g, 100g, 200g
- **Sample size:** 3.5g (alu tube) or 10g (plastic tube)

# Baby Nappy Rash Nappy Rash ointment



## > Potential Claims

- Clinically proven to **treat** and **prevent** nappy rash (OTC)
- Clinically proven **protection** from nappy rash (cosmetic)
- **Protective barrier for up to 10 hrs**
- Instantly forms a breathable **protective layer on baby's skin**
- **Pediatrician and dermatologist tested**
- Free from **fragrance, colorant and preservative**
- Suitable for use **on newborns, even premature babies**

## > Regulatory Status

OTC or cosmetic

## > Additional Info

- **Rollout:** Yes
- **UI Number:** 1600198
- **Production Site:** Grenzach DE, Famar GR, Mappel BR, Dihon CN, Genero ID, Trinidad VE
- **Primary packaging:** OTC is supplied in aluminium tube. Cosmetic can be supplied in both alu tube with screw cap and plastic tube with flip-top cap. Not all pack sizes are available in both primary packaging. 10g and 200g in plastic tube only.

# Baby Nappy Rash Nappy Care Spray



Mock-up for illustration only

## > Medical and Consumer Need

On average baby diaper is changed approx. 6-12 times a day and prophylactic nappy care have been linked to reduced occurrence of nappy rash. Combination of 5% Dexpanthenol together with other protective ingredients forms an invisible film on top of baby's skin to protect against the causes of diaper rash.

Parents seek gentle-on-skin, convenient solution for nappy care that are **hygienic and mess-free - leaves no residue, non-greasy** - whilst easy to carry when out of home.

## > Target Audience

- **For babies** during nappy-wearing years

## > Proposition

Bepanthen Baby offers a **convenient spray-on protection for the nappy area that is mess-free, hygienic** and forms a natural protective layer on the baby's bottom. Suitable for use at every nappy change at home or **ideal for use on-the-go**.

## > Ingredients & Format

- Transparent liquid formula with **provitamin B5, Zn Gluconat**
- Primary pack: **pump spray** (non-aerosol liquid spray)
- **Pack size:** 50ml - portable pack size

## > Potential Claims

- Mess-free, hygienic spray-on formula that **protects your baby's bottom against the triggers of nappy rash**
- Supports the **skin's own natural regeneration** process
- Dermatologically tested
- Pediatrician and dermatologist tested
- More than **90%** ingredients from **natural origin**
- **Vegan**
- **Hypoallergenic**, free from fragrance and suitable for sensitive skin
- Suitable for infants

## > Regulatory Status

Cosmetic

## > Additional Info

- **Rollout:** Yes
- **Status:** Post-DC innovation (Daffodil)
- **Launch:** Q2 2027
- **UI Number:** 1615671
- **Production Site:** Famar GR

## > Medical and Consumer Need

Appropriate skincare that excludes irritants & allergens and includes actives that support the development of the three skin layers (microbiome, biochemical, and physical), enhancing overall skin resilience from birth onward.

Parents consider their newborn's skin **fragile and delicate** and therefore seek skincare solutions they trust to be gentle on newborn skin and keep it healthy.

## > Target Audience

- Newborns and babies with normal, **dry or sensitive skin**

## > Proposition

Bepanthen offers its new Baby & Kids skincare range that makes **skin resilient** from within keeping it healthy and protected. Inspired by the vernix caseosa, this clinically proven **intensive care formula specifically designed to strengthen the skin barrier and support healthy skin** development from birth on

## > Ingredients & Format

- Mimicking the 3D structure of the vernix, enriched with a blend of **natural oils, lipids, skin-essential vitamins B3, E and provitamin B5, prebiotics** (xylitol derivatives) **and natural moisturizers** including glycerin and shea butter
- **Pack sizes:** 100ml, 200ml

# Baby & Kids Daily Skincare

## Nourish & Protect Body & Face Cream



## > Potential Claims

- **Strengthens baby's developing skin and protects** from **dryness, redness and flakiness**
- **Clinically proven intensive care** formula that is **specifically designed to strengthen the skin barrier** and support **healthy skin development from birth on**
- Formulation **inspired by the vernix** that protects and nourishes the baby's skin in the mother's womb
- Supports the healthy development of all three layers of the skin barrier
- Tested with **paediatricians and dermatologists**
- 48h moisturization
- Over **90%** of ingredients from **natural origin**
- **Free from** fragrance and preservatives
- **Hypoallergenic**
- **Vegan** formula
- Non-sticky, non-greasy

## > Regulatory Status

Cosmetic

## > Additional Info

- **Rollout:** Yes
- **Status:** Post-DC innovation (Fortis)
- **Launch:** Q1 2026
- **UI Number:** 1615042
- **Production Site:** Famar GR, Kunming CN (TBC)

## > Medical and Consumer Need

Appropriate skincare that excludes irritants & allergens and includes actives that support the development of the three skin layers (microbiome, biochemical, and physical), enhancing overall skin resilience from birth onward.

Parents consider their baby's and child's skin delicate and therefore seek skincare solutions they trust to be gentle on **baby skin and keep it healthy**.

## > Target Audience

- For babies and children (up to 10yrs of age) with **normal, dry or sensitive skin**

## > Proposition

Bepanthen offers its new Baby & Kids skincare range that makes skin **resilient** from within keeping it healthy and protected. Inspired by the vernix, this fast-absorbing formula specifically designed to nourish all three layers of **skin barrier and support healthy skin** development of babies and children

## > Ingredients & Format

- Enriched with **lipids, skin-essential vitamins B3, E and provitamin B5, prebiotics** and natural moisturizers including **glycerin and shea butter**
- Pack sizes:** 200ml, 400ml

# Baby & Kids Daily Skincare Nourish & Protect Body Lotion



## > Potential Claims

- Moisturizes and **supports healthy skin development of babies and children**
- Keeps skin **healthy and protected**
- Designed to **nourish all three layers of the skin barrier**
- Inspired by the vernix** that protects and nourishes the baby skin in the mother's womb
- Tested with **paediatricians and dermatologists**
- 48h moisturization
- Over **90%** of ingredients from **natural origin**
- Free from** fragrance and preservatives
- Hypoallergenic**
- Vegan** formula
- Non-greasy, fast-absorbing**

## > Regulatory Status

Cosmetic

## > Additional Info

- Rollout:** Yes
- Status:** Post-DC innovation (Fortis)
- Launch:** Q1 2026
- UI Number:** 1615043
- Production Site:** Famar GR, Kunming CN (TBC)

## > Medical and Consumer Need

Appropriate skincare that excludes irritants & allergens and includes actives that support the development of the three skin layers (microbiome, biochemical, and physical), enhancing overall skin resilience from birth onward.

Parents consider their newborns and child's skin **fragile and delicate** and therefore seek skincare solutions they trust to be gentle on skin and keep it healthy.

## > Target Audience

- For newborns, babies and children (up to 10yrs of age) with **normal, dry or sensitive skin**

## > Proposition

Bepanthen offers its new Baby & Kids skincare range that makes skin **resilient** from within keeping it healthy and protected. Inspired by the vernix, this gentle head-to-toe wash gel and bath additive designed to **cleanse, protect and nourish the skin barrier** thanks to its rich blend of ingredients

## > Ingredients & Format

- Formulated with **mild cleansers**, skin-essential **vitamins B3, E** and **provitamin B5**, **natural moisturizers**, **prebiotics**, and also nourishing **lipids**
- Pack sizes:** 200ml, 400ml, 400ml refill pouch

# Baby & Kids Daily Skincare Nourish & Protect Bath & Wash



## > Potential Claims

- Gently cleanses whilst helps support **healthy skin development**
- Designed to **cleanse, protect and nourish** the skin barrier
- Tested with **paediatricians and dermatologists**
- From **1st bath** - for newborns, babies and children
- With **mild cleansing agents suitable from birth on**
- Free from** fragrance, preservatives
- Hypoallergenic**
- Vegan** and Biodegradable formula
- Tear-free** formula

## > Regulatory Status

Cosmetic

## > Additional Info

- Rollout:** Yes
- Status:** Post-DC innovation (Fortis)
- Launch:** Q1 2026
- UI Number:** 1615041
- Production Site:** Famar GR, Kunming CN (TBC)

# Baby & Kids Daily Skincare Cleansing Wipes

## > Consumer Need

Cleansing of baby's skin conveniently with **safe and gentle solution** during nappy change and hands and face on the go

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## > Target Audience

- For **baby skin** from birth on
- 

## > Proposition

Bepanthen Baby offers biodegradable **unique cleansing wipes with Provitamin B5** that hydrate the skin from the inside out and are **free of alcohol, fragrances, colorants and preservatives**, providing a **pure and delicate cleansing** for the baby's skin, with essential ingredients and nothing else.

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## > Ingredients & Format

- With **Provitamin B5**
- **Pack sizes:** 48, 96 pcs of wet wipes



## > Potential Claims

- **Pure and delicate** cleansing for baby's tender skin, even newborns
  - Contains **provitamin B5** that hydrates the skin from inside out
  - Clinically tested
  - Hypoallergenic with **97% water**
  - Free from **alcohol, colorants, fragrances, preservatives**
  - **Biodegradable:** 100% cotton and natural fibers
- 

## > Regulatory Status

Cosmetic

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## > Additional Info

- **Rollout:** to be discussed for LATAM
- **UI Number:** 1615532 (sustainable wipes reformulation)
- **Production Site:** CM Hospitalar BR



# Minor Wounds

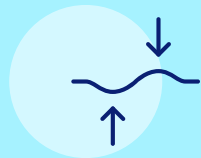
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Product Portfolio



# Minor Wounds

## Portfolio Overview



### Healing



### Desinfect + Heal



### Scar Management

## > Consumer Need

Disinfection without stinging and healing of minor wounds back to healthy-looking skin

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## > Target Audience

Suitable for **kids and adults**

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## > Usage Occasions

Can be used for a **broad spectrum of wounds**

- **Superficial wounds of any kind** when there is a risk of infection (e.g., scrapes, cuts, scratches, rhagades\*, burns, sores, dermatitis)
  - **Chronic wounds** such as leg ulcers and decubitus ulcers
  - **Skin infections** (e.g., secondarily infected eczema and neurodermatitis)
  - **Cracked nipples** in nursing mothers
  - Minor surgery: **injuries and surgical wounds**
- 

## > Ingredients & Format

- Cream with chlorhexidine digluconate (0.5%) and dexpanthenol (5%), which work synergistically to protect against infections
- Size: **30g, 100g**

## Minor Wounds

# Antiseptic Healing Cream



## > Potential Claims

- **Alleviates pain** with its cooling effect
  - **2-in-1 effect: Disinfects without stinging** and supports **wound healing**
  - **Accelerates healing** thanks to dexpanthenol that supports the skin's regeneration process
  - Can be applied to **bleeding wounds, chronic wounds, skin infection, cracked nipples, minor surgery wounds**
  - Semi-occlusive which supports the return to **normal function of damaged skin barrier**
  - **Clinically proven**
  - Suitable for children and adults
- 

## > Regulatory Status

OTC

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## > Additional Info

- **Rollout:** to be assessed on case-by-case basis
- **UI Number:** 1600187
- **Production Site:** Grenzach DE, 'SANOFI ILAC SAN. VE TIC. A.S. [TR]

## > Consumer Need

Disinfection without stinging and support of hygienic wound healing with no touch

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## > Target Audience

Suitable for **kids and adults**

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## > Usage Occasions

Can be used for a broad spectrum of wounds

- **Superficial wounds of any kind when there is a risk of infection** (e.g., scrapes, cuts, scratches, rhagades\*, burns, sores, dermatitis)
  - **Chronic wounds** such as leg ulcers and decubitus ulcers
  - **Skin infections** (e.g., secondarily infected eczema and neurodermatitis)
  - **Cracked nipples** in nursing mothers
  - **Minor surgery:** injuries and surgical wounds
- 

## > Ingredients & Format

- **Spray with chlorhexidine digluconate** (0.5%) and **dexpantenol** (5%), which work synergistically to protect against infections
- Size: **30ml, 50ml**

## Minor Wounds

# Antiseptic Healing Spray



## > Potential Claims

- **Alleviates pain** with its cooling effect
  - **Disinfects without stinging** and supports wound healing
  - Can be applied to **bleeding wounds, chronic wounds, skin infection, cracked nipples, minor surgery wounds**
  - Allows for no mess, **no touch application**
- 

## > Regulatory Status

OTC

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## > Additional Info

- **Rollout:** to be assessed on case-by-case basis
- **UI Number:** 1600940
- **Production Site:** Lichtenheldt GmbH, Wahlstedt DE

## > Consumer Need

Effective healing of minor wounds, cracked, damaged skin and fast skin recovery back to healthy-looking skin

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## > Target Audience

Suitable for **kids and adults**; may also be used during pregnancy or breastfeeding

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## > Usage Occasions

**Wide range of applications**

- **Small, superficial wounds** e.g., abrasions, scratches, lacerations
  - **Small dry, cracked skin areas** e.g., for intensive care in winter to be applied on the affected areas for several nights in a row; dry, chapped lips; sore nipples
  - As **tattoo aftercare**
  - **Treatment of nappy rash**
  - **Post laser treatment**
- 

## > Ingredients & Format

- Ointment with 5% Dexpanthenol (Provitamin B5), lipids (25% lanolin), natural almond oil
- Size: **20g, 30g, 50g, 100g**

# Minor Wounds

# Healing Ointment



## > Potential Claims

- Supports the healing of minor wounds **and damaged skin**
  - **Supports natural wound healing**, favours the formation of new, healthy skin tissue
  - Gently **heals, soothes and protects** the skin
  - **Clinically proven to aid natural skin recovery**
  - **Effective intensive care** formula that **instantly forms a protective layer** on the skin
  - **Tested with dermatologists and paediatricians**
  - Suitable for all skin types including **sensitive skin**
  - Suitable for all ages **from newborn to elderly skin**
  - Free from preservatives, fragrance and colorants
- 

## > Regulatory Status

OTC

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## > Additional Info

- **Rollout:** Yes
- **UI Number:** 1600198
- **Production Site:** Grenzach DE, Genero ID

## > Consumer Need

Effective healing of minor wounds, cracked, damaged skin and fast skin recovery back to healthy-looking skin

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## > Target Audience

Suitable for **kids and adults**

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## > Usage occasions

- Ideal for **minor oozing wounds, minor burns**, sunburn, cuts, chaffed and cracked skin
- 

## > Ingredients & Format

- Modern hydrogel composed by a dispersion of an acidic **carbomer** in water, stabilized by carnosine, a basic dipeptide naturally present in the skin. It also contains a certain percentage of fatty substances that help to reduce the evaporation of water
- Size: **50g**

# Minor Wounds Healing Gel



## > Potential Claims

- **5 times more wounds healed** after 12 days compared to plaster alone
  - Supports wound healing by **creating a moist wound environment**
  - **Accelerates healing** of minor wounds while providing **immediate pain relief through direct cooling**
  - Forms a **protective barrier** and helps prevent infections
  - **Reduces the risk of scar** formation
  - Maintains **optimal moisture** in wounds
  - **Free of parabens**
- 

## > Regulatory Status

Medical Device

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## > Additional Info

- **Rollout:** Yes \*if license agreement's geo scope is updated, Discuss with megabrand team
- **UI Number:** 1614375
- **Production Site:** Aveflor CZ

## > Consumer Need

Cooling and fast skin recovery of minor burns and sun burn

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## > Target Audience

Suitable for **kids and adults**

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## > Usage Occasions

- Minor burns
  - Mild sunburn
- 

## > Ingredients & Format

Liquid **Foam Spray** (aerosol) - based on **Nanosorb™ technology**, which allows delivery of components in the form of minute droplets leading to enhanced and intensified contact with the skin

The nanoemulsion contains **dexpanthenol** (5%) and **physiological lipids**, which provides a moisturizing environment for the damaged epidermal barrier, thus supporting the natural healing process

Pack size: **75ml**

## Minor Wounds

# Cooling Foam Spray



## > Potential Claims

- **Soothes and cools** minor burns and light sunburn
  - Provides an **immediate cooling effect** and sustained **moisturization to minor burns and mild sunburns**
  - **Supports skin regeneration thanks to Nanosorb™ Technology**
  - **Painless** application: The soft white foam with a modern nanoemulsion formulation is absorbed without having to be rubbed into the skin
  - **Clinically** tested
  - **Free of Parabens**
- 

## > Regulatory Status

Medical Device

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## > Additional Info

- **Rollout:** to be discussed with megabrand team
- **UI Number:** 1600748
- **Production Site:** Mohlin CH

## > Consumer Need

Consumers seek a solution that makes red and raised scars less visible

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## > Target Audience

For **kids and adults** with closed wounds

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## > Usage Occasions

- On a wound only after it is closed in order **to make red and raised scars less visible** (hypertrophic scar)
  - **To smoothen, soften, and flatten existing scars**
- 

## > Ingredients & Format

- **Water-in-silicone** emulsion with **dexpanthenol** (3.5%)
- **Triple Action Method** - 1: massage ball helps improve the appearance of scars, 2: silicone forms an occlusive film that covers the scar protecting the newly formed, 3. dexpanthenol improves skin hydration supporting skins own regeneration process
- Size: **20g**

# Minor Wounds

# Scar Gel



## > Potential Claims

- **Makes scars less visible**
  - **Smooths, flattens and softens** scars
  - Improves comfort and elasticity of scars making skin more supple
  - **Developed based on the latest scientific recommendations** on scar management
  - Triple Action Method that **helps make red and raised scars less visible in three ways:**
    1. The silicone forms a film that covers the scar, protecting the newly formed skin from drying out and thus preserving the moisture balance
    2. The humectant dexpanthenol assists this action by binding water in the skin
    3. Massaging with the massage roller before applying the gel helps to improve the appearance of scars by breaking down collagen fibers
  - **Clinically** proven
  - Suitable **for children and adults**
- 

## > Regulatory Status

Cosmetic

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## > Additional Info

- **Rollout:** Yes
- **UI Number:** 1610443 (Project Be-free)
- **Production Site:** Grenzach DE

# Bepanthen® Minor Wounds 3-Step Management System

# 1

## DISINFECT + HEAL

antiseptic + initial healing support



### Antiseptic Healing Spray used for acute wounds that:

- Are not exposed or that are more hidden areas, to prevent maceration
- Involve large areas
- Involve piercings\*



### Antiseptic Healing Cream used for acute wounds that:

- Are exposed or in less hidden areas
- Need a more protective film, to reduce friction
- Involve tattooed skin\*

# 2

## HEAL

Wound healing support & continue protection from infection



### Healing Ointment used for wounds:

- For very small wounds and wounds that are no longer considered acute\*\*
- For chronic wounds, for which dexpanthenol may be especially helpful



### Healing Gel used for:

- Cools more effectively and for longer than Bepanthen® Plus Cream
- Forms a protective film and helps to prevent infections
- Reduces the risk of scarring
- For red and painful minor wounds (acute)
- Ideal for minor oozing wounds, minor burns, and post-laser procedures



### Cooling Foam spray used for burns:

- Immediately cools minor burns and sunburns
- Provides skin with lasting moisture and support for skin regeneration

# 3

## REMODEL SCARS

remodeling support



### Scar Gel used for closed wound:

- Helps prevent the formation of red and raised scars (hypertrophic scars) once wounds are closed
- Smoothens, softens, and flattens existing scars and reduces scar-associated symptoms (redness, tension, itching)

\* Besides other minor wounds described previously.

\*\* Because the ointment preparation retains moisture for longer in the skin and prevents dehydration. In addition, the active ingredient, dexpanthenol, significantly promotes wound healing.

A photograph of a person sitting in a wicker chair. The person is wearing a light grey t-shirt and shorts. Their arms and legs are visible, showing significant redness, itching, and peeling skin, characteristic of eczema. The background is a simple, light-colored wall.

# Compromised Skin: Eczema

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Product Portfolio

## > Consumer Need

Eczema is a **chronic, relapsing skin condition** that significantly impacts quality of life. **Skin itch is the most bothersome symptom** – getting rid of fast and long-lasting is the number one priority for sufferers.

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## > Target Audience

Suitable for babies, children and adults.

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## > Proposition

Bepanthen offers a holistic **eczema management system**, with SOS Anti-Itch Gel-Cream positioned for the treatment of atopic skin **during flare-up episodes**. The cortisone-free, cooling formula soothes immediately and **relieves from itchy skin in 30 seconds, lasting up to 12 hours\***. To be used in combination with BPN Atopic Eczema Treatment Cream.

---

## > Ingredients & Format

- Liquid cooling crystals (crystalline structures releasing trapped water), Pro-Vitamin B5
- Pack sizes: **30g, 50g**

\*To be confirmed by ongoing clinical studies

# ECZEMA SOS Anti-Itch Gel-Cream



Mock-up for illustration only  
Final pack shot available soon

## > Potential Claims

- Helps consumers **break the itch-scratch cycle**
  - **Dual anti-itch effect** (immediate & long-lasting): **Relief in 30sec, lasting up to 12h\***
  - **4-in-1 technology** (cooling, moisturizing, calming + shielding)
  - Cortisone-free
  - Clinically proven
  - **Free from** preservatives, perfumes and colorants
  - Non-greasy, non-sticky
  - **Suitable for the whole family;** babies, children, adults
- 

## > Regulatory Status

Medical Device

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## > Additional Info

- **Rollout:** Yes
- **Status:** Post-DC innovation (Wazowski)
- **Launch:** Q1 2027
- **UI Number:** 1615659
- **Production Site:** n.a. yet

## > Consumer Need

Eczema is a **chronic, relapsing skin condition** that significantly impacts quality of life. Root cause is an impaired skin barrier which needs **restoring treatment to clear from skin symptoms**.

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## > Target Audience

Suitable for babies, children and adults.

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## > Proposition

Bepanthen offers a holistic **eczema management system**, with the Treatment Cream positioned for the treatment of atopic skin **during flare-up episodes**. The cortisone-free formula **repairs the skin barrier**, helping it to heal, thus **relieving from redness, dryness and lingering itch**. To be used in combination with BPN Atopic Eczema SOS Anti-Itch Gel-Cream.

---

## > Ingredients & Format

- Lipid Lamellar Technology (LLT; Special blend of skin-like lipids), Pro-Vitamin B5
- Pack sizes: **20g, 50g, 15g (Eyelid)**

# ECZEMA Treatment Cream



## > Potential Claims

- Helps consumers **break the itch-scratch cycle**
  - **Restores skin barrier**, relieving from redness, dryness and itchiness (30 minutes)
  - **LLT works at the source**, rebuilding the defective skin barrier
  - Cortisone-free
  - Clinically proven
  - **Free from** preservatives, perfumes and colorants
  - **Suitable for the whole family**; babies, children, adults
- 

## > Regulatory Status

Medical Device

---

## > Additional Info

- **Rollout:** Yes
- **UI Number:** 1610821 (current formulation); 1615658 (new formulation of Wazowski, full replacement project)
- **Production Site:** Grenzach DE

## > Consumer Need

Eczema is a **chronic, relapsing skin condition** that significantly impacts quality of life. Strengthening the three layers of the skin barrier (microbiome, biochemical, and physical) helps prevent the onset of the next flare-up. Knowing another flare-up might be just around the corner is extremely stressful for sufferers who are looking to **prolong remission phase**.

---

## > Target Audience

Suitable for babies, children and adults.

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## > Proposition

Bepanthen offers a holistic **eczema management system**, with the cosmetic range developed for the **proactive daily care** of eczema-prone skin. The Moisturizing Cream leaves skin hydrated and strengthens skin barrier. For **flare-free periods up to 3 months**. To be used in combination with BPN Eczema-Prone Gentle Wash.

---

## > Ingredients & Format

- Derma Defense Formula (enriched with Pro-Vitamin B5, Vitamin B3, prebiotics, natural oils and LLT)
- Pack sizes: **200ml, 400ml**

# ECZEMA Moisturizing Cream



## > Potential Claims

- Stabilizes skin barrier and thus **spaces out flares for at least 3 months**, protecting skin from dryness and redness
  - 24h intensive skin moisturization
  - Supports a **healthy skin microbiome**
  - Clinically proven
  - **Free from** preservatives, perfumes and colorants
  - Non-greasy, non-sticky
  - **Suitable for the whole family;** babies, children, adults
  - Suitable for atopic eczema prone skin
- 

## > Regulatory Status

Cosmetic

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## > Additional Info

- **Rollout:** Yes
- **UI Number:** 1611297 (current formulation); 1615656 (new formulation of Wazowski, full replacement project)
- **Production Site:** Famar GR

## > Consumer Need

Eczema is a **chronic, relapsing skin condition** that significantly impacts quality of life. Knowing another flare-up might be just around the corner is extremely stressful for sufferers who are looking to **prolong remission phase**.

---

## > Target Audience

Suitable for babies, children and adults.

---

## > Proposition

Bepanthen offers a holistic **eczema management system**, with the cosmetic range developed for the **proactive daily care** of eczema-prone skin. The gentle wash cleanses the skin while preserving the 3 skin layers of the skin barrier (Microbiome, Biochemical and Physical) **helping control the onset of new flares**. To be used in combination with BPN Eczema-Prone Moisturizing Cream.

---

## > Ingredients & Format

- Derma Defense Formula (enriched with mild cleansing agents, Pro-Vitamin B5 and prebiotics)
- Pack sizes: **200ml, 400ml**

# ECZEMA Gentle Wash



## > Potential Claims

- Gently **cleanses leaving the skin calm and hydrated**, helping control the onset of new flares
  - Supports a **healthy skin microbiome**
  - Clinically proven
  - **Free from** preservatives, perfumes and colorants
  - Soap-free, **respecting skin pH**
  - **Suitable for the whole family;** babies, children, adults
  - Suitable for atopic eczema prone skin
- 

## > Regulatory Status

Cosmetic

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## > Additional Info

- **Rollout:** Yes
- **UI Number:** 1614588 (current formulation); 1615657 (new formulation of Wazowski, full replacement project)
- **Production Site:** Famar GR

# Future Bepanthen Eczema Portfolio

## 2-stage Management System To Atopic Eczema

**HEAL**  
DURING FLARE

Mock-up for illustration



**PROTECT**  
FLARE-FREE



### RELIEF



#### SOS ANTI-ITCH GEL

- Instant soothing
- Itch relief in 30 seconds, lasting up to 12 hours

#### Cooling Liquid Crystals

Pro-Vitamin B5

### RESTORE



#### TREATMENT CREAM & EYELID

- Repairs skin barrier
- Relief from redness & dryness

#### Lipid Lamellar Technology

Pro-Vitamin B5

### BASE DAILY MANAGEMENT



#### GENTLE WASH

- Soap-free, gentle formula
- Leaves skin clean, calm & moisturized

#### Derma Defense Formula

Pro-Vitamin B5



#### DAILY MOISTURIZER

- Long-term moisturization
- Frees from flares for up to 3 months

#### Derma Defense Formula

Pro-Vitamin B5

A close-up photograph of a person's hands. The person is wearing a pink top and floral shorts. They are applying a white cream to the back of their left hand with their right hand. The background is a white, textured surface, possibly a bedsheet.

# Adult Medicated Skincare: Dry & Irritated Skin

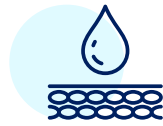
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Product Portfolio



# Dry & Irritated Skin

## Portfolio Overview



### Multipurpose Dry & Irritated Skin Treatments



### Hand Care



### Lip Care



### Dry Skin Body Care



### Dry Skin Face Care



## > Medical and Consumer Need

Inadequate moisturization and increased water loss paired with friction and exposure to irritants can result in cracked and irritated skin. When not resolved, this can further lead to infections. Therefore, consumers seek for solutions to **soothe, repair and protect** very dry, rough, cracked, damaged, irritated skin areas

## > Target Audience

For **adults and children**, for all skin types including sensitive skin

## > Usage occasions

For versatile use across body and face:

- Softens **very dry, rough, cracked skin** across knees, hands, elbows, feet
- **Protects skin in skinfolds**
- Softens **dry skin due to cold weather**, such as around the nose and on lips
- Cares for **tattooed skin**
- Cares for skin **post superficial laser treatment**
- Protects skin from diaper rash **for the elderly**

## > Ingredients & Format

- **Ointment** with 5% Dexpanthenol (Provitamin B5), lipids (25% lanolin), natural almond oil
- **Pack sizes:** 10g, 20g, 30g, 50g, 100g
- **Sample size:** 3.5g

# Multipurpose Dry & Irritated Skin Treatments

# Intensive Repairing Ointment



## > Potential Claims

- **Clinically proven** to repair very dry, rough, cracked, damaged, irritated skin
- **Aids natural skin recovery**
- **Soothes and naturally repairs** skin barrier
- **Rich and intensive care formula** that instantly forms a protective layer
- **Free from** colorant, fragrances, preservatives
- Tested with **dermatologists**
- Softens very dry, rough, cracked skin across knees, hands, elbows, feet
- Protects skin in skinfolds
- Softens dry skin due to cold weather, such as around the nose and on lips
- Cares for tattooed skin
- Cares for skin post superficial laser treatment
- Protects from the causes of diaper rash for the elderly

## > Regulatory Status

Cosmetic or OTC

## > Additional Info

- **Rollout:** Yes
- **UI Number:** 1600198
- **Production Site:** Grenzach DE, Famar GR, Mappel BR, Dihon CN, Genero ID, Trinidad VE
- **Primary packaging:** OTC is supplied in aluminium tube. Cosmetic can be supplied in both alu tube with screw cap and plastic tube with flip-top cap. Not all pack sizes are available in both primary packaging.

## > Medical and Consumer Need

Inadequate moisturization and increased water loss paired with friction and exposure to irritants can result in cracked and irritated skin. When not resolved, this can further lead to infections. Therefore, consumers seek for solutions to prevent further skin irritation and to soothe, moisturize and regenerates dry and irritated skin areas

## > Target Audience

For **adults and children** with dry or irritated skin areas

## > Usage occasions

For versatile use across body and face:

- **Hydration** of dry skin on face and neck
- Softens and moisturizes **dry skin** on hands, feet and legs
- **Soothes skin after superficial aesthetic procedures** such as post laser, shaving and hair removal
- **After-sun moisturization**

## > Ingredients & Format

- Cream with 5% Dexpantenol (provitamin B5)
- **Pack sizes:** 30g, 50g, 100g
- Sample size: 3.5g

# Multipurpose Dry & Irritated Skin Treatments

# Soothing Moisturizer Cream



## > Potential Claims

- **Clinically proven to moisturize and regenerate skin barrier**
- Clinically proven to **increase skin hydration** by 143% and strengthen skin barrier by 48%
- Light, non-greasy, fast-absorbing
- **Free from fragrance**, colorants
- Suitable for use on children and adults
- For versatile use across body and face
- Hydration of dry skin on face and neck
- Softens and moisturizes dry skin on hands, feet and legs
- **Soothes skin** after superficial aesthetic procedures such as post laser, shaving and hair removal
- After-sun moisturization
- **Ophthalmologically tested**, suitable for use around the eyes

## > Regulatory Status

Cosmetic or OTC

## > Additional Info

- **Rollout:** Yes
- **UI Number:** 1600188
- **Production Site:** Grenzach DE, Famar GR, Mappel BR
- **Primary packaging:** Aluminium tube with screw cap

## Dry Skin Daily Management Body Care

# Light Body Lotion



### > Medical and Consumer Need

Dry skin is a **common condition** triggered by the disruption of the skin barrier, often **causing discomfort**. When consumers experience dry skin, they seek a **light but effective solution** that hydrates and relieves signs of dry skin (tightness, dryness, skin appearance).

### > Target Audience

**Adults with dry skin** who believe a dedicated skincare routine is essential for achieving and maintaining healthy skin.

### > Ingredients & Format

Light, non-sticky body lotion, rapidly absorbed to ensure **immediate relief of dry skin**.

### > Ingredients & Format

**Contains ProVitamin B5 Repair Complex**

- Provitamin B5, Glycerin, Niacinamide, Shea Butter
- Pack size: **200ml, 400ml, 400ml refill**

### > Potential Claims

- **Immediately hydrates and relieves tightness** for visibly soft and smooth skin
- Provides immediate and **long-lasting 96h moisturization**
- **Restores skin barrier function** to **prevent reoccurrence of dryness**
- **90% users found** that the product made their skin feel immediately moisturized
- More than **90% of ingredients from natural origin**
- Free from fragrances and preservatives
- **Dermatologist approved**
- Clinically proven and dermatologically tested
- Suitable for sensitive skin
- Fast absorbing, **light** and non-sticky texture
- Microbiome science, - friendly

### > Regulatory Status

Cosmetic

### > Additional Info

- **Rollout:** Yes
- **UI Number:** 1614317
- **Production Site:** Famar 48 GR, FAREVA BR

## Dry Skin Daily Management Body Care

# Rich Body Lotion



### > Medical and Consumer Need

Dry skin is a **common condition** triggered by the disruption of the skin barrier, often **causing discomfort**. When consumers experience very dry skin, they seek for an immediate and long-lasting solution that **hydrates and relieves signs of dry skin** (tightness, dryness, skin appearance).

### > Target Audience

**Adults with very dry skin** who believe a dedicated skincare routine is essential for achieving and maintaining healthy skin.

### > Proposition

Rich formulation to calm, soothe and provide **additional hydration boost** to very dry skin.

### > Ingredients & Format

**Contains ProVitamin B5 Repair Complex**

- Provitamin B5, Glycerin, Niacinamide, Shea Butter, Smart skin hydrator
- Pack size: **200ml, 400ml, 400ml refill**

### > Potential Claims

- **Restores the skin barrier to prevent recurring dryness** for visibly smoother and healthier skin
- Provides immediate and **long-lasting 96h moisturization**
- **Instantly soothes** itchy dry skin from 1st application
- **Calms, soothes and** provides an additional **hydration boost to very dry skin**
- **Smart skin hydrator** to activate the skin's own moisture distribution channels
- More than **90% of ingredients from natural origin**
- Free from fragrances and preservatives
- **Dermatologist approved**
- Clinically proven and dermatologically tested
- Suitable for sensitive skin
- Non-greasy, **rich**, fast-absorbing texture
- Microbiome science, - friendly

### > Regulatory Status

Cosmetic

### > Additional Info

- **Rollout:** Yes
- **UI Number:** 1614318
- **Production Site:** Famar

# Dry Skin Daily Management Body Care

## Intensive Body Balm



### > Medical and Consumer Need

Dry skin is a **common condition** triggered by the disruption of the skin barrier, often **causing discomfort**. When consumers experience extremely dry skin, their skin can be flaky, scaly or rough. They seek for an **immediate and long-lasting solution** that hydrates and relieves signs of dry skin (tightness, dryness, skin appearance).

### > Target Audience

**Adults with extremely dry skin** who believe a dedicated skincare routine is essential for achieving and maintaining healthy skin.

### > Proposition

**Rich balm that provides intensive moisturization** for immediate relief of extremely dry skin, leaving skin smooth and protected.

### > Ingredients & Format

**Contains ProVitamin B5 Repair Complex**

- Provitamin B5, Glycerin, Niacinamide, Shea Butter, Smart skin hydrator
- Pack size: **30ml, 100ml, 200ml**

### > Potential Claims

- **Deeply hydrates and reduces extreme skin dryness and flakiness**
- Provides immediate and **long-lasting 96h** moisturization
- Provides **intensive** moisturization for immediate relief of extremely dry and flaky skin
- **Relieves skin tightness**
- **Intense hydration** for immediate soothing of even the driest skin
- Leaving the **skin to feel smooth, soft and protected from dryness reoccurrence**
- **Smart skin hydrator** to activate the skin's own moisture distribution channels
- More than **90% of ingredients from natural origin**
- Free from fragrances, preservatives
- **Dermatologist approved**
- Clinically proven, dermatologically tested
- Suitable for diabetic dry skin
- Suitable for sensitive skin
- Improves skin elasticity
- Microbiome science, - friendly

### > Regulatory Status

Cosmetic

### > Additional Info

- **Rollout:** Yes
- **UI Number:** 1614319
- **Production Site:** Famar

## Dry Skin Daily Management Body Care

# Gentle Body Wash



### > Medical and Consumer Need

Dry skin is a **common condition** triggered by the disruption of the skin barrier, **often causing discomfort**.

Consumers need a gentle solution for cleansing specifically formulated for dry skin.

### > Target Audience

**Adults with dry to extremely dry** skin who believe a dedicated skincare routine is essential for achieving and maintaining healthy skin.

### > Proposition

**Gentle gel body wash** formulated for cleansing dry skin, removing impurities while maintaining the skin's natural moisture levels. Dermatologist approved.

### > Ingredients & Format

**Contains ProVitamin B5 Repair Complex**

- Provitamin B5, Glycerin, Niacinamide, Gentle cleansers
- Pack size: **200ml, 400ml, 400ml refill**

### > Potential Claims

- Soothes the skin and cleanses while retaining its natural moisture
- **Soap-free gel gently cleanses** removing dirt and impurities while **maintaining the skin's natural protective barrier, pH and microbiome**
- Skin friendly **pH 5.5**
- Soothes itchy, dry skin (every shower)
- Gentle, effective cleansing specially formulated for dry skin
- Leaves skin feeling **fresh, clean and hydrated**
- More than **90% of ingredients from natural origin**
- **Free from** soap, fragrance, preservatives
- **Dermatologist approved**
- Suitable for sensitive skin
- Microbiome science, - friendly

### > Regulatory Status

Cosmetic

### > Additional Info

- **Rollout:** Yes
- **UI Number:** 1614320
- **Production Site:** Famar

## Dry Skin Daily Management Face Care

# SPF25 Face Cream



### > Medical and Consumer Need

Dry skin is a **common condition** triggered by the disruption of the skin barrier, often **causing discomfort**. Consumers seek a dedicated solution to **moisturize and protect from sun their most delicate skin areas** such as face.

### > Target Audience

**Adults with dry skin** who believe a dedicated skincare routine is essential for achieving and maintaining healthy skin.

### > Proposition

Bepanthen Derma offers a **day face cream formulated for dry skin of the face** to strengthen the skin barrier and provide **year-long sun protection during day with SPF 25**. Dermatologist approved.

### > Ingredients & Format

**Contains ProVitamin B5 Repair Complex**

- Provitamin B5, Glycerin, Niacinamide, Natural lipids, UV filters
- Pack size: **50ml**

### > Potential Claims

- **Hydrates and restores facial skin radiance with UVA & UVB protection**
- **48h** hydration
- **Designed to combat skin dryness** by supporting optimal skin barrier development and protecting the skin with SPF 25 UVA/UVB against sun damage
- **48h hydration**
- **Immediate relief from dryness** while restoring the skin barrier to prevent reoccurrence of dry skin
- Leaves the skin **feeling soft and smooth**
- **Dermatologist approved**
- Clinically proven
- More than **90%** of ingredients from **natural origin**
- **Free from** fragrance, colorants, preservatives
- Microbiome science, - friendly
- Suitable for sensitive skin
- Non-comedogenic

### > Regulatory Status

Cosmetic

### > Additional Info

- **Rollout:** Yes
- **UI Number:** 1615227
- **Production Site:** Famar

## Dry Skin Daily Management Face Care

# Rich Face Cream



### > Medical and Consumer Need

Dry skin is a **common condition** triggered by the disruption of the skin barrier, often **causing discomfort**. Consumers with very dry skin seek a dedicated solution to **moisturize their most delicate skin areas** such as face.

### > Target Audience

**Adults with very dry skin** who believe a dedicated skincare routine is essential for achieving and maintaining healthy skin.

### > Proposition

Bepanthen Derma offers a rich face cream formulated for **very dry and delicate skin areas** to strengthen the skin barrier. Dermatologist approved.

### > Ingredients & Format

**Contains ProVitamin B5 Repair Complex**

- Provitamin B5, Glycerin, Niacinamide, Natural lipids
- Pack size: **50ml**

### > Potential Claims

- **Instantly hydrates and protects against reoccurring dryness**
- **Repairs skin barrier** to prevent dryness
- **48h hydration**
- **Immediate relief from dryness** while restoring the skin barrier to prevent reoccurrence of dry skin
- Leaves the skin **feeling soft and smooth**
- **Dermatologist approved**
- Clinically proven
- More than **90%** of ingredients from **natural origin**
- **Free from** fragrance, colorants, preservatives
- Microbiome science, - friendly
- Suitable for sensitive skin
- Suitable for all skin tones
- Non-comedogenic

### > Regulatory Status

Cosmetic

### > Additional Info

- **Rollout:** Yes
- **UI Number:** 1614322
- **Production Site:** Famar

## Dry Skin Daily Management Face Care

# Intensive Face Cream



### > Medical and Consumer Need

Dry skin is a **common condition** triggered by the disruption of the skin barrier, often **causing discomfort**. Consumers with extremely dry facial skin seek a dedicated solution **to moisturize their most delicate skin areas** such as face.

### > Target Audience

**Adults with extremely dry skin** who believe a dedicated skincare routine is essential for achieving and maintaining healthy skin.

### > Proposition

Bepanthen Derma offers an **intensive face cream formulated for extremely dry and delicate skin areas** to strengthen the skin barrier. Dermatologist approved.

### > Ingredients & Format

**Contains ProVitamin B5 Repair Complex**

- Provitamin B5, Glycerin, Niacinamide, Natural lipids
- Pack size: **50ml**

### > Potential Claims

- Provides immediate hydration to **soothe tightness**
- Repairs skin barrier to **prevent dryness**
- **96h hydration**
- **Immediate relief from dryness** while restoring the skin barrier to prevent reoccurrence of dry skin
- Leaves the skin **feeling soft and smooth**
- **Smart skin hydrator** to activate the skin's own moisture distribution channels
- **Dermatologist approved**
- Clinically proven
- More than **90%** of ingredients from **natural origin**
- **Free from** fragrance, colorants, preservatives
- Microbiome science, - friendly
- Suitable for sensitive skin
- Non-comedogenic
- Suitable for all skin tones

### > Regulatory Status

Cosmetic

### > Additional Info

- **Rollout:** Yes
- **UI Number:** 1614323
- **Production Site:** Famar

## Dry Skin Daily Management Face Care

# Gentle Face Wash



### > Medical and Consumer Need

Dry skin is a **common condition** triggered by the disruption of the skin barrier, often **causing discomfort**. During face cleansing, consumers experience tightness and discomfort. They seek a **solution that effectively cleanses** while maintaining the skin's moisture.

### > Target Audience

**Adults with dry to extremely dry skin** who believe a dedicated skincare routine is essential for achieving and maintaining healthy skin.

### > Proposition

Bepanthen Derma offers a **gentle face wash specially formulated for the dry and delicate skin of the face**, removing impurities while maintaining the skin's natural moisture levels. Dermatologist approved.

### > Ingredients & Format

**Contains ProVitamin B5 Repair Complex**

- Provitamin B5, Glycerin, Niacinamide, Gentle cleansers
- Pack size: **200ml**

### > Potential Claims

- **Soothes** the skin and cleanses while **retaining its natural moisture**
- **Specially formulated** for the dry and delicate skin of the face
- Gently cleanses removing dirt and impurities while **maintaining the skin's natural protective barrier, pH and microbiome**
- Skin friendly **pH 5.5**
- **Immediately relieves** the tight feeling of dry skin
- Leaves skin **feeling fresh, clean and hydrated without irritating the eyes**
- More than **90%** of ingredients from **natural origin**
- **Free from** soap, fragrance, preservatives
- Clinically proven
- **Dermatologist approved**
- Suitable for sensitive skin
- Microbiome science, - friendly

### > Regulatory Status

Cosmetic

### > Additional Info

- **Rollout:** Yes
- **UI Number:** 1614321
- **Production Site:** Famar GR

## Dry & Damaged Hand Care

# Repairing Hand Cream



### > Medical and Consumer Need

Dry skin is a common condition triggered by the disruption of the skin barrier. Frequent **hand washing can strip the skin of its natural oils**, leading to dryness. Consumers seek a **moisturizing solution that effectively restores the skin** whilst absorbs quickly without leaving a greasy residue.

---

### > Target Audience

**People with very dry and damaged skin on their hands** who look for instant and effective relief

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### > Proposition

Bepanthen Derma offers a **clinically proven intensive care and lasting protection for very dry, rough, damaged skin** of the hands. Dermatologist approved.

---

### > Ingredients & Format

**Contains ProVitamin B5 Repair Complex**

- Provitamin B5, Glycerin, Niacinamide, Natural lipids
- Pack size: **50ml**

### > Potential Claims

- **Instantly soothes very dry hands from the first application**
  - **Reduces roughness**, dry patches and cracked skin of the hands, while to also repair and protect the skin barrier
  - Delivers **intensive care and lasting moisturization in a non-greasy, fast-absorbing** texture
  - **Suitable for diabetic skin** and skin prone to eczema and contact dermatitis
  - More than 90% of ingredients from **natural origin**
  - Free from fragrances, preservatives
  - **Dermatologist approved**
  - Clinically proven
  - Non-greasy, fast-absorbing
  - Microbiome science, - friendly
- 

### > Regulatory Status

Cosmetic

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### > Additional Info

- **Rollout:** Yes
- **UI Number:** 1614360
- **Production Site:** Famar GR

## Dry & Chapped Lip Care

# Repairing Lip Cream



### > Medical and Consumer Need

Dry and chapped lips are often caused by environmental factors such as cold weather, low humidity, or excessive sun exposure. It can feel uncomfortable if not painful at times. Consumers seek a **repairing and moisturizing solution** that **leaves their lips feeling soft** and supple again.

### > Target Audience

**Adults** who suffer from dry and chapped lip symptoms

### > Proposition

Bepanthen Derma offers an **intensive repairing balm that provides instant moisture** and **soothing comfort for dry and chapped lips**, leaving your lips feeling soft and supple.

### > Ingredients & Format

- Provitamin B5, natural lipids, glycerin
- Pack size: **7.5ml**

### > Potential Claims

- **Instant moisturization and soothing comfort**
- **Highly intensive lip repair** for dry and chapped lips
- Rich balm leaving your **lips feeling smooth, soft and supple**
- **Clinically proven**

### > Regulatory Status

Cosmetic

### > Additional Info

- **Rollout:** Yes
- **UI Number:** 1615443
- **Production Site:** Famar GR

## Dry & Chapped Lip Care

# SPF50 Lipstick

### > Medical and Consumer Need

Dry and chapped lips are often caused by environmental factors such as cold weather, low humidity, or excessive sun exposure. It can feel uncomfortable if not painful at times. Consumers seek a nourishing solution that also protects from sun fitting their outdoor lifestyle. Ultimately, they want their lips feeling soft and supple again.

### > Target Audience

Adults who suffer from dry and chapped lip symptoms and regularly enjoy being outside

### > Proposition

Bepanthen Derma offers a rich **hydrating lipstick** that provides **nourishing care and high sun protection** for dry and chapped lips, leaving your **lips feeling soft and supple**.

### > Ingredients & Format

- Provitamin B5, vitamin E, beeswax, UVA/UVB filters
- Pack size: **4.5g**



### > Potential Claims

- **Nourish & Protect**
- **Hydrates and nourishes dry and chapped lips** while also providing a **powerful shield from sun damage**
- **High SPF 50 sun protection**
- High UVA/UVB sun protection
- **Clinically proven**

### > Regulatory Status

Cosmetic

### > Additional Info

- **Rollout:** Yes
- **UI Number:** 1614557
- **Production Site:** Inter Cosmetiques FR



# Adult Medicated Skincare: Tattoo Care

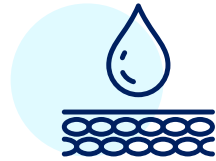
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Product Portfolio



# Tattoo Care

## Portfolio Overview



### Tattoo Treatment



### Tattoo Daily Management



## > Consumer Need

**Fast skin recovery** post tattooing and healthy- and beautiful-looking tattoo

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## > Target Audience

For adults post tattooing

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## > Proposition

Bepanthen offers an Intensive Care formula that soothes, **naturally repairs and protects the skin for healthy-looking tattoos**. Dermatologically proven on tattooed skin

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## > Ingredients & Format

- Ointment with 5% Provitamin B5, lipids (25% lanolin), natural almond oil
- Pack sizes: **10g, 30g, 50g, 100g**
- Sample size: **3.5g**

# Tattoo Treatment Intensive Care Ointment



## > Potential Claims

- Intensive tattoo care and protection **for fast skin recovery**
  - **Soothes, naturally repairs and protects** the skin for **healthy-looking tattoos**
  - Intensive care to **preserve the beauty** of the tattoo
  - Rich and intensive care formula that forms a natural and breathable layer to help the skin regenerate from within
  - **97%** of Bepanthen Tattoo ointment users feel that it **protects their tattoo**
  - **More than 90% of Bepanthen Tattoo ointment users feel** that it soothes and protects their tattooed skin
  - Dermatologically **tested on tattooed skin**
  - Free from colorant, fragrances, preservatives
- 

## > Regulatory Status

Cosmetic

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## > Additional Info

- **Rollout:** Yes
- **UI Number:** 1600198
- Production Site: Grenzach DE, Famar GR, Mappel BR, Dihon CN
- **Primary packaging:** Plastic tube with flip-top cap. Sample size in alu tube with screw cap.

## > Consumer Need

**Cleansing and protection** post tattooing for healthy- and beautiful-looking tattoo

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## > Target Audience

For adults post tattooing and **tattooed skin management**

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## > Proposition

Bepanthen offers a **soap-free wash gel** with mild cleansing agents that **gently cleanses while maintaining the skin's natural moisture.**

Dermatologically proven on tattooed skin.

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## > Ingredients & Format

- Mild cleansing agents, glycerin, skin-essential provitamin B5 and vitamin B3
- Pack size: **200ml**

# Tattoo Daily Management Gentle Wash



## > Potential Claims

- **Gently cleanses while maintaining skin's natural moisture**
  - Gently cleanses while maintaining the skin's natural **protective barrier and pH**
  - **Protects the tattooed skin from drying out**
  - Leaves the tattooed skin **feeling clean, fresh, and hydrated**
  - **Skin-friendly pH**
  - **Clinically and dermatologically tested** on tattooed skin
  - **Free from** fragrances, alcohol, soap
  - More than **90%** of ingredients from **natural origin**
  - Suitable **for use on face and body**
  - Suitable for **sensitive skin**
- 

## > Regulatory Status

Cosmetic

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## > Additional Info

- **Rollout:** Yes
- **UI Number:** 1614321
- **Production Site:** Famar GR
- **Primary packaging:** white bottle (recyclable)

## > Consumer Need

**Moisturization and protection post tattooing** for healthy- and beautiful-looking tattoo

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## > Target Audience

For adults post tattooing and tattooed **skin management**

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## > Proposition

Bepanthen offers a **dual-benefit sun protection cream** for tattooed skin that not only provides very high SPF50 sun protection but also moisturizes the skin for vibrant tattoo colors. Dermatologically **proven** on tattooed skin.

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## > Ingredients & Format

- Provitamin B5, UVA/UVB filters
- Pack size: **50ml**

# Tattoo Daily Management Sun Protection Cream



## > Potential Claims

- **Dual-benefit formula: Intensive sun protection and moisturization for vibrant tattoo colors**
  - **Replenishes the skin** with moisture for vibrant colors
  - Provides daily broad-spectrum **SPF50 UVA/UVB sun protection** to preserve the beauty of the tattoo
  - Provides **hydration and strengthens** the skin barrier of tattooed skin
  - Helps preserve the beauty of the tattoo
  - Very **water resistant**
  - **Dermatologically tested** on tattooed skin
  - **Absorbs quickly** without leaving white streaks on the tattooed skin
  - Free from fragrances, alcohol, colorants and preservatives
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## > Regulatory Status

Cosmetic

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## > Additional Info

- **Rollout:** To be assessed on a case-by-case basis due to Octocrylene content
- **UI Number:** 1612995
- **Production Site:** Famar GR
- **Primary packaging:** plastic tube



**Bepanthen®**