

# Bepanthen®



PREPARING SKIN  
FOR LIFE WITH *NEW*  
**BEPANTHEN® BABY & KIDS**

## Dear Bepanthen® Teams,

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The **HCP Story for NPD Fortis** is aimed to serve as a **solid backbone for the HCP communication** for a strategically aligned and consistent story across all assets that will be developed for this innovation as part of the launch preparation.

It was created with **Pediatricians and Pharmacists** as the primary audience in mind, as they are the most important HCP influencers in Baby Care, according to the Consumer-Shopper Journey.

Wishing you much success,

**Your Global Bepanthen® Team**



# SKIN HEALTH STARTS IN THE WOMB: THE VERNIX CASEOSA PROTECTS THE SKIN BEFORE BIRTH AND AT DELIVERY

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When we think of **skin health**, we must look back to before birth, since the development of skin health **starts in the womb**

Before birth, the body produces a thick, white, oily material called **vernix caseosa** to **help prepare the baby's skin** for the new environment<sup>1</sup>



## BEFORE BIRTH

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- Facilitates skin formation in utero<sup>2</sup>
- Prevents softening and breaking down of the skin due to prolonged contact with the amniotic fluid<sup>3</sup>
- Reduces loss of fluids and electrolytes<sup>3</sup>

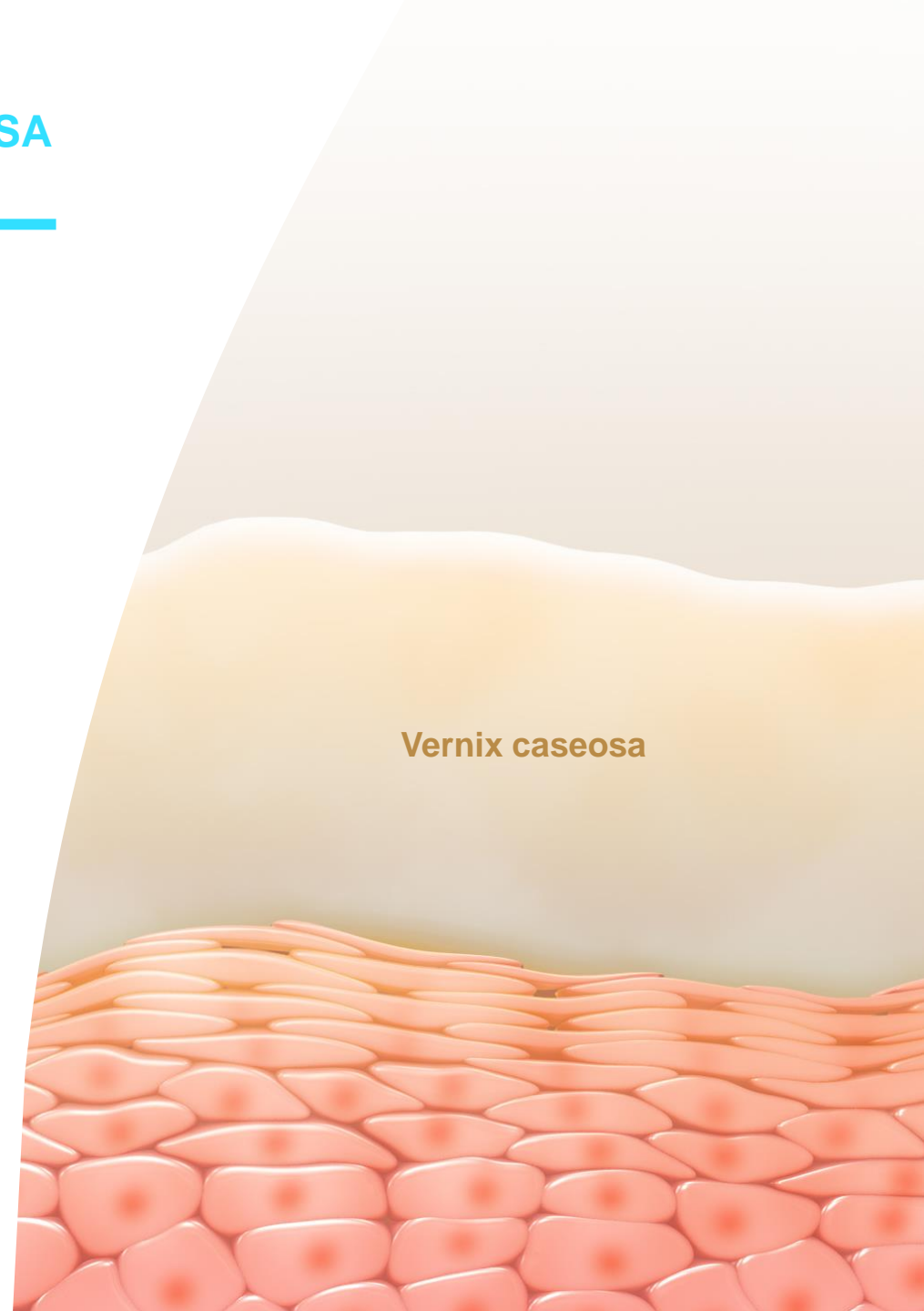


## AT DELIVERY

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- Minimizes friction during delivery<sup>3</sup>
- Regulates temperature

Vernix caseosa



1. Visscher MO, et al. *Skin Pharmacol Physiol.* 2011;24(6):322-329.

2. Singh G, Archana G. *Indian J Dermatol.* 2008;53(2):54-60; Haubrich KA. *AACN Clin Issues.* 2003;14(4):457-464.

# THE VERNIX CASEOSA HAS PROTECTIVE PROPERTIES DUE TO ITS UNIQUE COMPOSITION



**Skin microbiome development and protection<sup>1</sup>**



**Water retention capacity and physical barrier formation<sup>1</sup>**  
Lipids (e.g., ceramides, cholesterol, triglycerides)



**Hydration<sup>1</sup>**  
Free amino acids (e.g., glycine)



**Antioxidative action<sup>1</sup>**  
Vitamin E, melanin

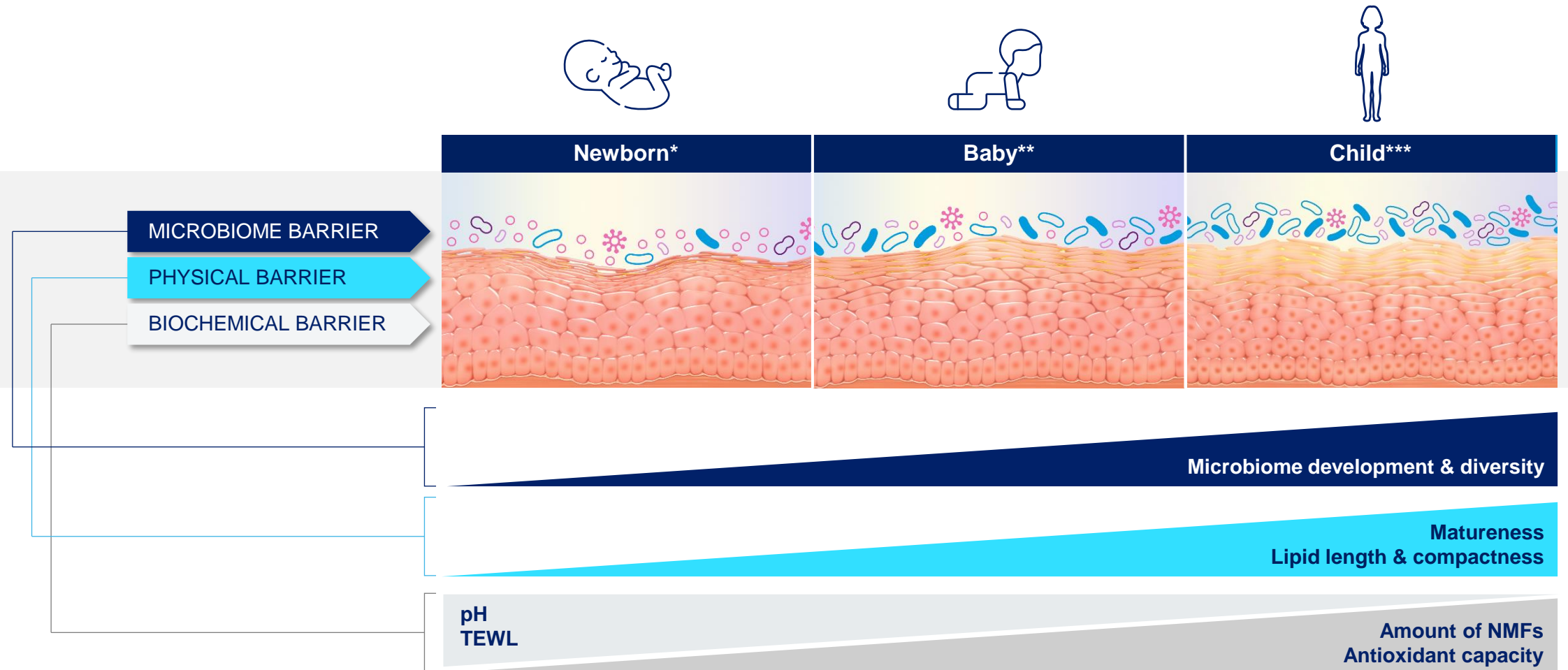


**pH regulation<sup>2</sup>**



Skin hydration is significantly higher on skin where the vernix was retained, and skin pH and erythema are significantly lower with retention, which indicates that the **presence or absence of the vernix caseosa can influence properties of the skin<sup>2</sup>**

# AFTER BIRTH, THE BABY'S SKIN GOES THROUGH A RAPID TRANSITION THAT ALLOWS IT TO FUNCTION CORRECTLY



\* From birth to 1 month old.

\*\* From 1 month to 3 years old.

\*\*\* From 3 to 12 years old.

NMF, natural moisturizing factor; TEWL, transepidermal water loss.

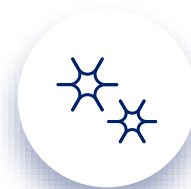
1. Stamatias GN, et al. *Exp Dermatol.* 2023;32(9):1420-1429.

## WHAT HAPPENS IN THE EARLY YEARS CAN HAVE A HUGE IMPACT ON HEALTH FOR THE REST OF A HUMAN'S LIFE

**Underdeveloped skin barriers** leave newborns and babies—especially during the first 18 months of life—vulnerable to environmental aggressors and transepidermal water loss, **potentially leading to dryness, redness, flakiness, and even atopic eczema.** This is particularly relevant in the context of modern life, where both chronic skin diseases, such as atopic eczema, and skin allergies are on the rise due to:



**Genetic predisposition**<sup>1</sup>



**Environmental aggressors**  
(irritants, allergens, pathogens)<sup>2</sup>



**Urban lifestyle**  
(outdoor and indoor pollution, e.g., heating, air conditioning)<sup>3,4</sup>



Once atopic eczema is established, it cannot be reversed. But according to experts, **up to 50% of cases of atopic eczema can be prevented** if dryness, redness, and flakiness are addressed early enough with appropriate skin care.<sup>5</sup>

TEWL, transepidermal water loss.

1 Hill DA, Spergel JM. *Ann Allergy Asthma Immunol.* 2018;120(2):131-1372;

2. Bonamonte D, et al. *BioMed Research International.* 2019;2019:2450605;

3. Shaw TE, et al. *J Invest Dermatol.* 2011;131(1):67-73;

4. Kantor R, Silverberg JI. *Expert Rev Clin Immunol.* 2017;13(1):15-26.

5. Simpson EL, et al. *J Allergy Clin Immunol.* 2014;134(4):818-823.

# BEPANTHEN® BABY & KIDS – EARLY INTERVENTION FOR LONG-TERM SKIN PROTECTION



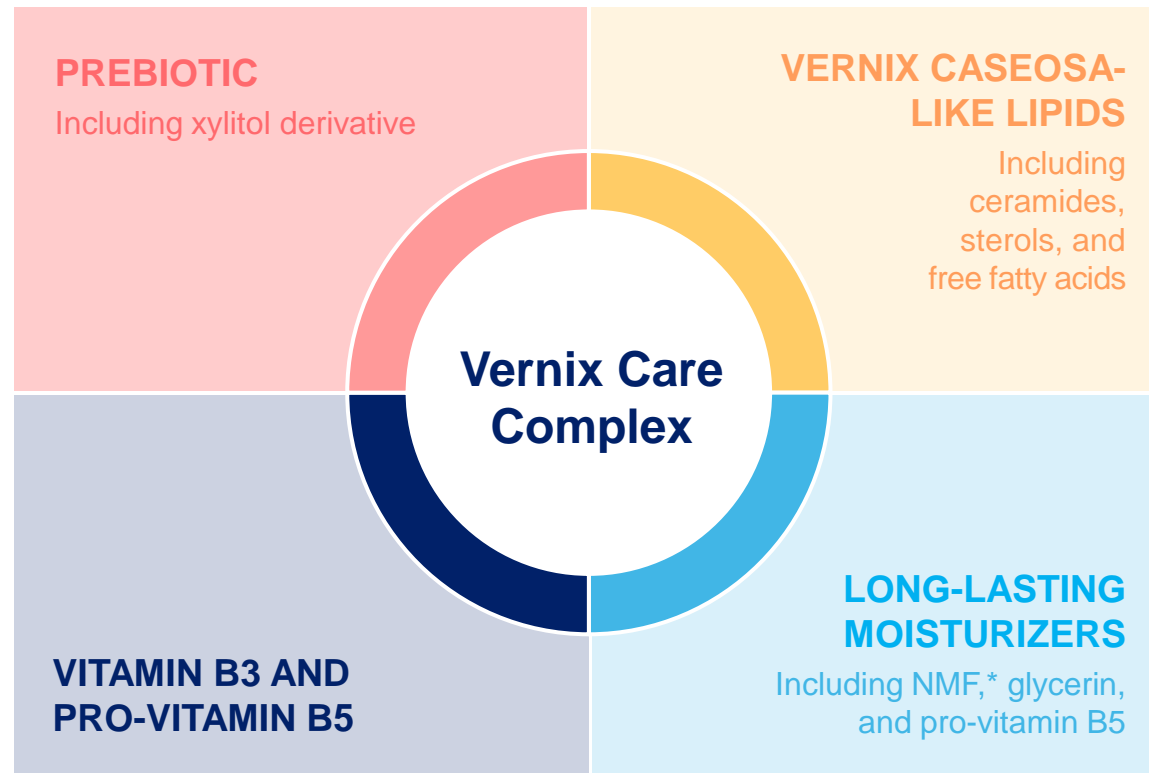
The **NEW Bepanthen® Baby & Kids** range has been specifically designed to

- Keep the skin healthy and protected
- Support healthy skin development
- Reduce the cutaneous risk factors of atopic eczema and early symptoms, like dryness, redness, and flakiness, from birth

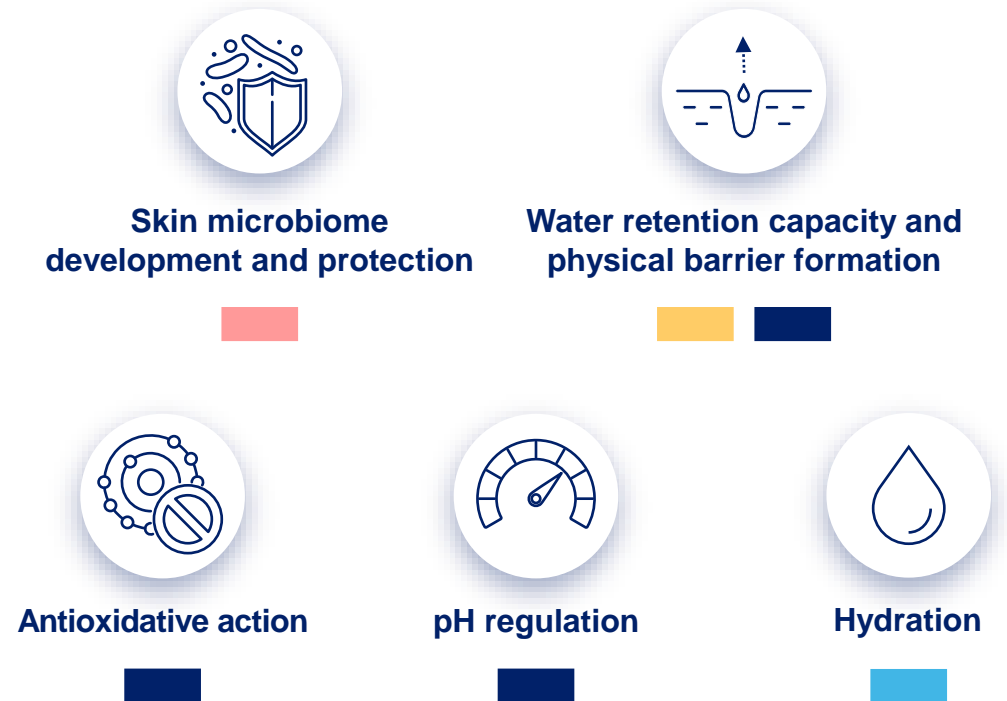
# BEPANTHEN® BABY & KIDS – MOTHER’S WOMB–LIKE SKIN PROTECTION THANKS TO THE VERNIX CARE COMPLEX, A FORMULATION INSPIRED BY NATURE

All products of the Bepanthen® Baby & Kids range contain the **Vernix Care Complex**, a formulation that **mimics the properties of the vernix caseosa**

## FORMULATION

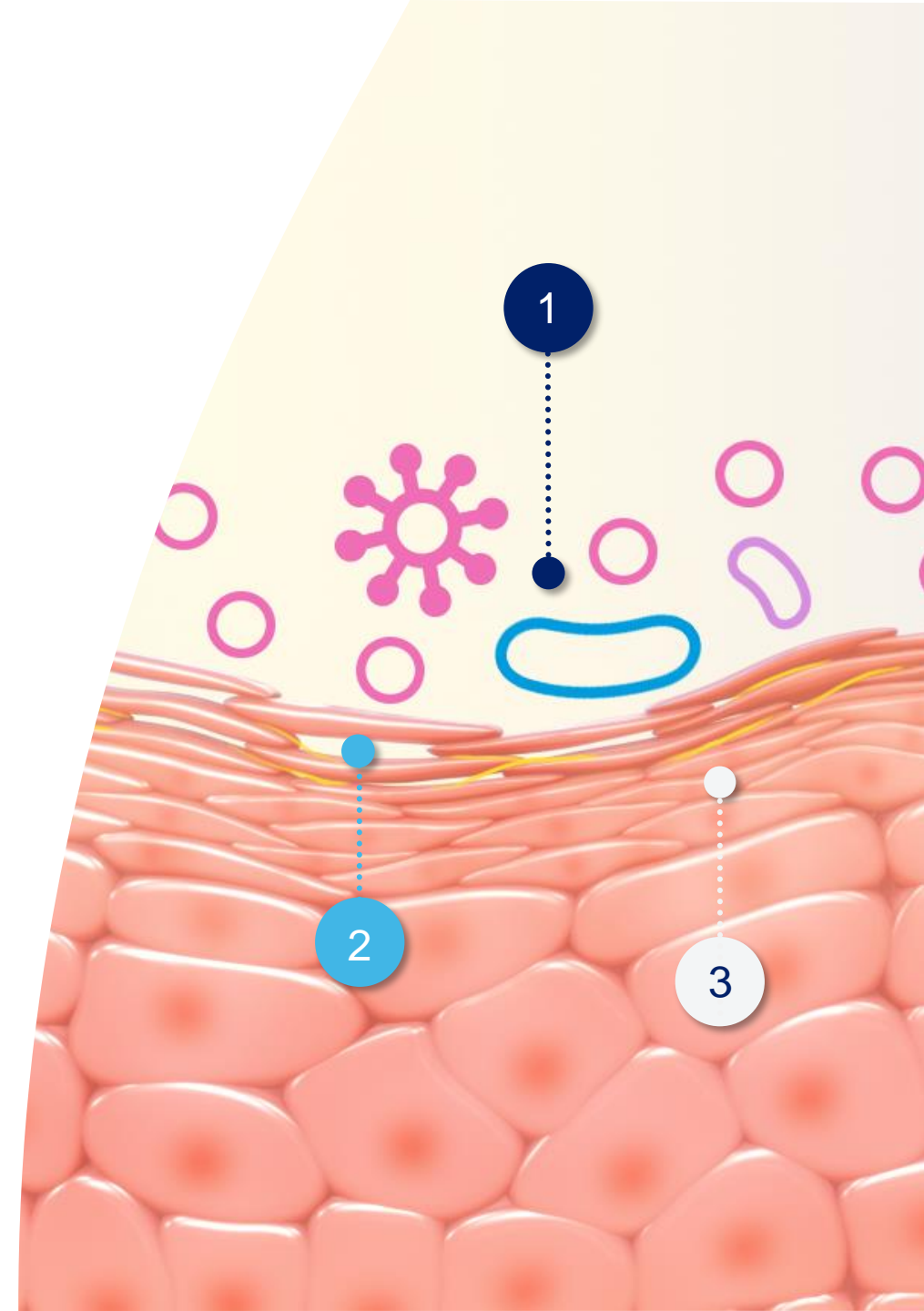
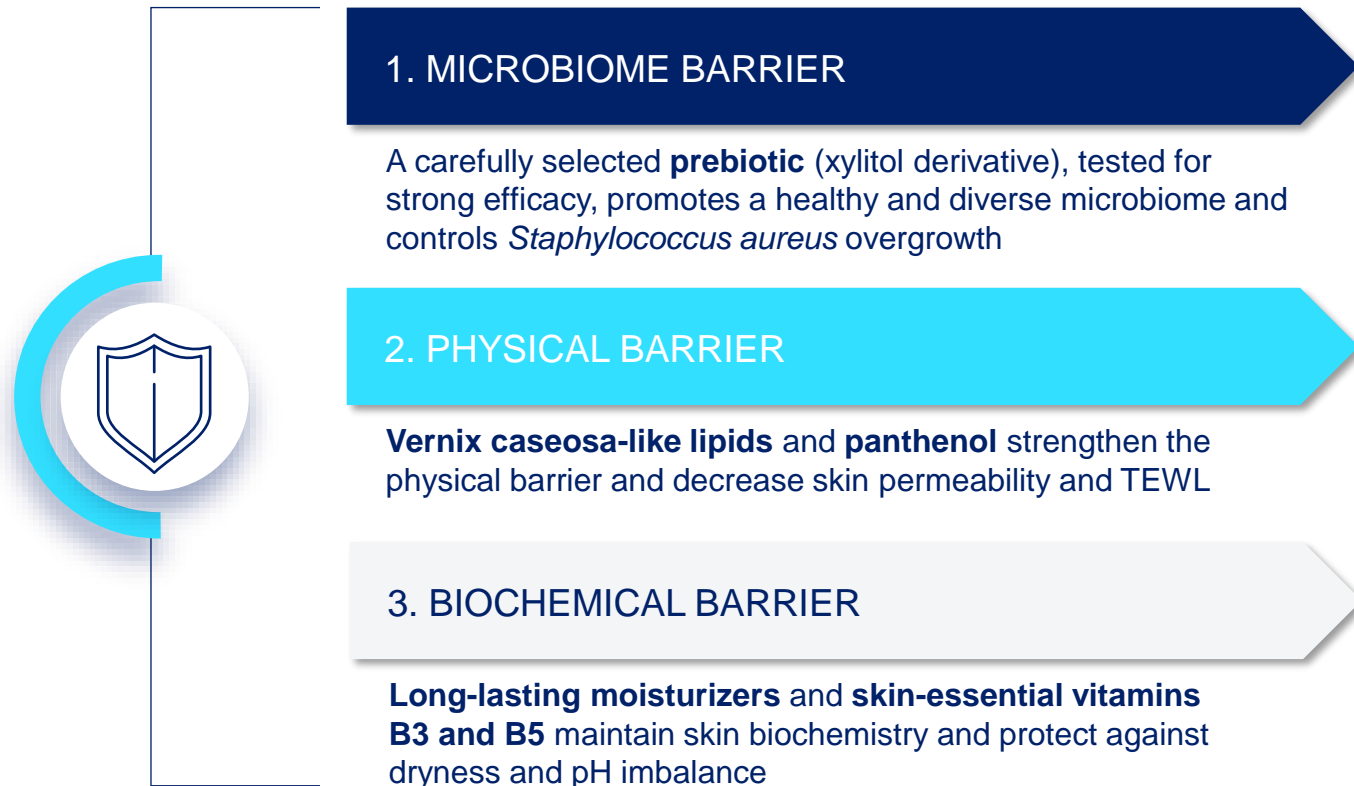


## PROPERTIES

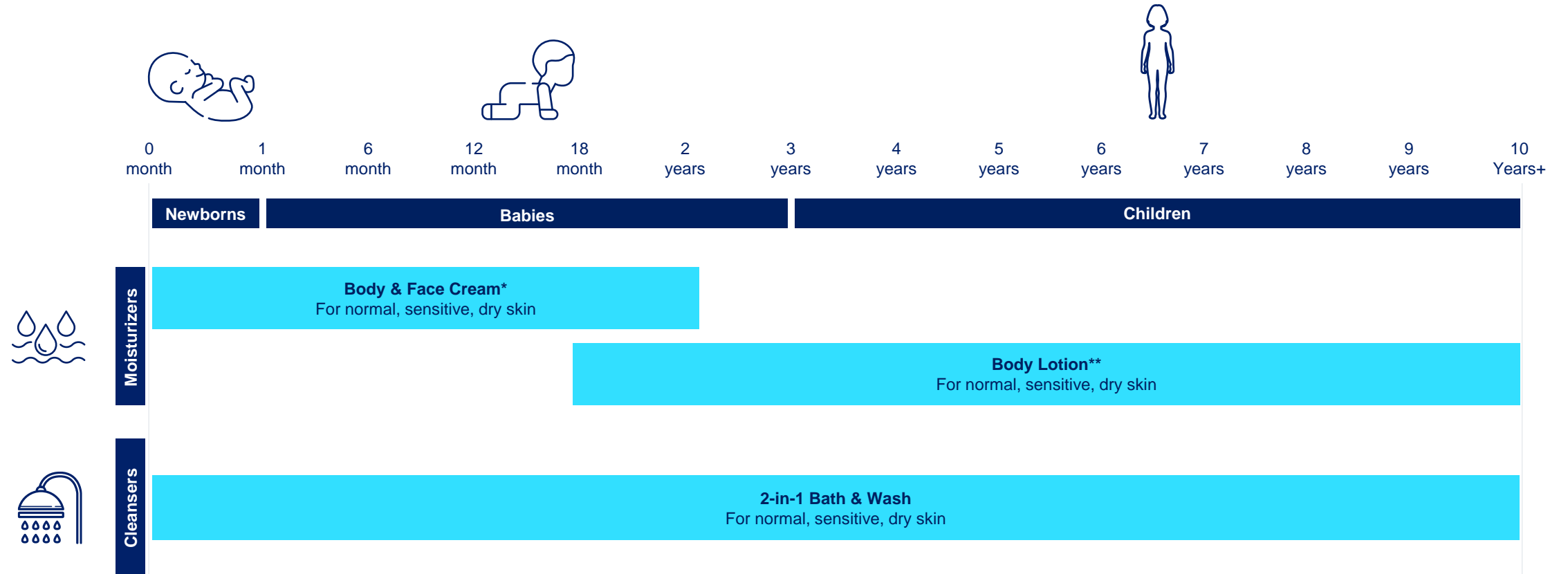


# BEPANTHEN® BABY & KIDS – DESIGNED TO KEEP SKIN HEALTHY AND PROTECTED

The **Bepanthen® Baby & Kids** daily skin care range protects a baby's skin from birth and through childhood and beyond by **supporting the healthy development of all 3 skin barriers**:



# BEPANTHEN® BABY & KIDS – PRODUCT RANGE RECOMMENDED BY AGE



The **cream** is thicker and richer in lipids than the lotion, making it ideal to protect and intensively moisturize the most vulnerable immature skin of the face and body of newborns and babies up to 2 years of age



The **lotion** is lighter and penetrates skin faster than the cream, making it more suitable for daily hydration of larger areas, such as the body of babies over 2 years of age and children

\*Though the cream is most valuable for developing immature skin, it can be used during childhood and beyond.

\*\*Though the lotion is specifically for babies and children, it is tested and safe for use from 1 month of age onwards.



# BEPANTHEN® BABY & KIDS NOURISH & PROTECT BODY & FACE CREAM



Strengthens baby's developing skin barrier, keeping it healthy and protected from dryness, redness, and flakiness



Contains the “Vernix Care Complex +”, which mimics not only the essential actives of the vernix caseosa but also its lipid-rich structure (a water-in-oil system)  
→ Forms a lipidic film more resistant to external aggressors (allergens, irritants, and pathogens)



Lipid-rich, hypoallergenic, vegan formula, free from fragrances and preservatives, with more than 90% of ingredients from natural origin



Specifically developed for the most vulnerable, immature skin of newborns and babies (primarily for the first 24 months of life)



Safety and efficacy clinically tested under pediatric and dermatological control



# BEPANTHEN® BABY & KIDS NOURISH & PROTECT BODY LOTION



Moisturizes and nourishes skin to support healthy skin development



Contains the rich blend of ingredients of the “Vernix Care Complex”



Lightweight, fast-absorbing, hypoallergenic, vegan formula, free from fragrances and preservatives, with more than 90% of ingredients from natural origin



For babies and children



Safety and efficacy clinically tested under pediatric and dermatological control



# BEPANTHEN® BABY & KIDS NOURISH & PROTECT BATH & WASH



Gently cleanses, moisturizes, and nourishes skin to support healthy skin development



Contains the rich blend of ingredients of the “Vernix Care Complex”



Tear-free, hypoallergenic, vegan formula, free from fragrances and preservatives, with more than 90% of ingredients from natural origin



For newborns, babies, and children



Safety and efficacy clinically tested under pediatric and dermatological control

# GOOD SKIN CARE PRACTICES HELP MAINTAIN DERMAL INTEGRITY AND MAY HELP PREVENT SKIN PROBLEMS IN THE FUTURE

By following a **daily** skin care routine from birth, parents can help their children develop an even stronger skin barrier as they mature.<sup>1</sup>

## Ideal products for daily skin care



### Cleansers

Vital to maintaining good health and hygiene<sup>2</sup>

#### Requirements<sup>2\*</sup>:

- Contain mild cleansing agent(s) able to remove dirt, crusts, sebum and bacteria while being non-irritating for the skin
- Have a skin friendly pH (4-6) to avoid alterations of skin surface pH
- Do not irritate/sting the eyes



### Moisturizers

Designed to improve and maintain the skin barrier function and to help prevent dry skin<sup>3</sup>

#### Requirements<sup>4\*</sup>:

- Contain mild and non-irritating ingredients
- Have hydrating and emollient action
- Maintain a slightly acidic pH (4-6)
- Have been scrutinized for dermal and ocular safety



**The younger a child is, the more sensitive their skin tends to be<sup>1</sup>**

→ Skin care products for newborns and infants should be safe, effective, and free from fragrance and sensitizing-agents. Additionally, the skincare should be pleasant to use, containing ingredients that benefit the stratum corneum's lipid and water content<sup>5</sup>

\* To be ideal for newborn and baby skin.

1. Practical Dermatology. Accessed November 2, 2023. <https://practicaldermatology.com/articles/2019-aug/guiding-parents-through-a-safe-and-effective-pediatric-skincare-routine>;  
2. Telofski LS, et al. *Dermatol Res Pract.* 2012;2012:198789; 3. Spada F, et al. *Clin Cosmet Investig Dermatol.* 2018;11:491-497; 4. Sindhura Dk S, Jain V. *Asian J Pharm Clin Res.* 2018;11(12):75; 5. Schachner LA, et al. *Ital J Dermatol Venerol.* 2022;157(1):23-32..

# PROTECTION FROM BIRTH AND BEYOND



Safety and efficacy evaluated in controlled clinical tests by pediatricians and dermatologists

# REFERENCES

- 1 Visscher MO, et al. *Skin Pharmacol Physiol*. 2011;24(6):322-329.
- 2 Singh G, Archana G. *Indian J Dermatol*. 2008;53(2):54-60
- 3 Haubrich KA. *AACN Clin Issues*. 2003;14(4):457-464.
- 4 Visscher MO, et al. *J Perinatol*. 2005;25(7):440-446.
- 5 Stamatias GN, et al. *Exp Dermatol*. 2023;32(9):1420-1429.
- 6 Hill DA, Spergel JM. *Ann Allergy Asthma Immunol*. 2018;120(2):131-137.
- 7 Bonamonte D, et al. *BioMed Research International*. 2019;2019:2450605.
- 8 Shaw TE, et al. *J Invest Dermatol*. 2011;131(1):67-73.
- 9 Kantor R, Silverberg JI. *Expert Rev Clin Immunol*. 2017;13(1):15-26.
- 10 Simpson EL, et al. *J Allergy Clin Immunol*. 2014;134(4):818-823.
- 11 Practical Dermatology. Accessed November 2, 2023. <https://practicaldermatology.com/articles/2019-aug/guiding-parents-through-a-safe-and-effective-pediatric-skincare-routine>
- 12 Telofski LS, et al. *Dermatol Res Pract*. 2012;2012:198789.
- 13 Spada F, et al. *Clin Cosmet Investig Dermatol*. 2018;11:491-497.
- 14 Sindhura DK S, Jain V. *Asian J Pharm Clin Res*. 2018;11(12):75; 5.
- 15 Schachner LA, et al. *Ital J Dermatol Venerol*. 2022;157(1):23-32.