

2023

Bepanthen® Eczema Management System HCP Communication Strategy



DEAR BEPANTHEN® TEAMS

This **HCP Communication Strategy** provides **global guidance** for **internal use only**, informing through recommendations how best to activate our messaging to engage with your local healthcare professionals.



The tool was created with Dermatologists as the primary audience in mind, as **Dermatologists have been identified as the most important HCP influencers in atopic eczema** according to the Consumer Shopper Journey. However, it is worth noting that in some markets, paediatricians are equally as important as Dermatologists.



Brand marketing teams should refer to their local medical and regulatory colleagues before adapting the guidance for local use. The recommendations should be considered in conjunction with the regulatory technical dossier and according to local regulations.

Wishing you much success!



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1.

The Bepanthen® EMS Opportunity

Our strategic challenge is **how best to leverage the strength and science of our simple, effective and synergistic atopic eczema range to differentiate ourselves from other products** in this space so that we can drive HCP and, consequently, consumer preference.

Being a strong science-based consumer health company with over 75 years in the medicated skincare space sets us apart from most of our competitors – our expertise is unmatched.

Increasing awareness and driving trial of the Bepanthen® Eczema Management System with HCPs will help us build a competitive advantage for years to come.



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2.

Understanding the HCP audience

The following section provides details about the most relevant HCPs for the Bepanthen® EMS and their needs. Countries can individually research into drivers and barriers specific to their local markets and adapt accordingly when applying the Global HCP Communication Strategy.



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2.1

The Bepanthen® HCP step model



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RESTRICTED



The Bepanthen® HCP step model helps you identify:

THE RIGHT INFORMATION TO
COMMUNICATE



THE RIGHT HCP
TARGET



THE RIGHT CHANNEL
TO USE

The Bepanthen Eczema HCP Strategy

Understanding your HCP audience



QUESTION 1
(before you start)

How important are **HCP influencers** in the Eczema category?



QUESTION 2

Who are the **most important HCP influencers** in the Eczema category?



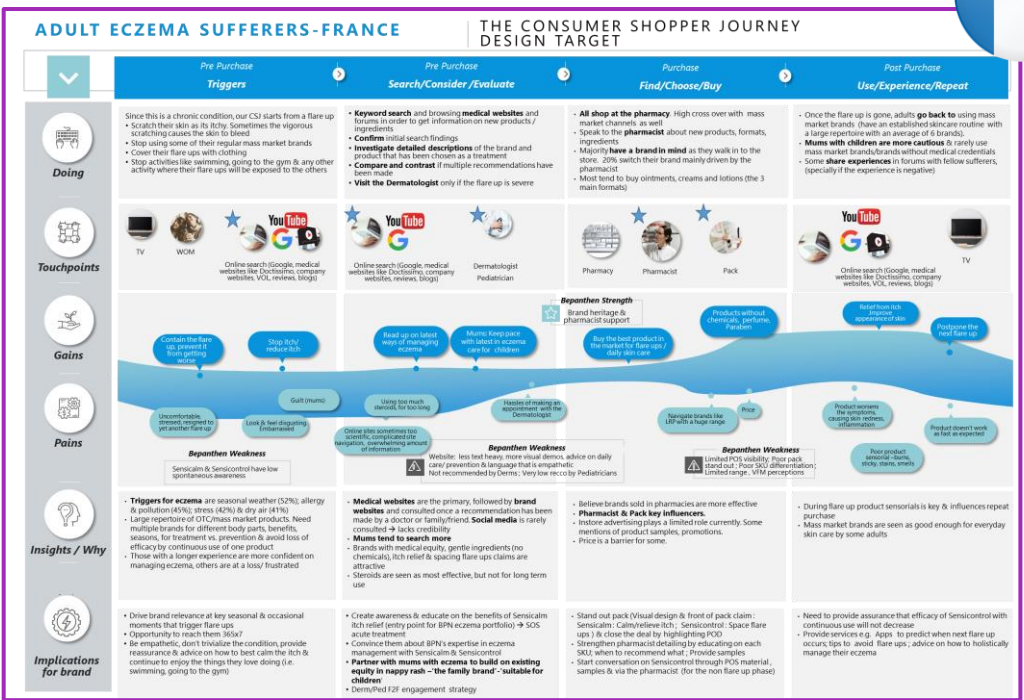
QUESTION 3

What is the **key message** for our HCP influencers in the Eczema category, and which **channels** should we use to communicate it?



Consumer Shopper Journeys (CSJ) formed the basis for identifying the importance of HCPs to atopic eczema skin sufferers and for defining the most important HCPs to target

The key insights from the CSJs are consistent across all countries studied and can, therefore, BE APPLIED GLOBALLY WITH CONFIDENCE

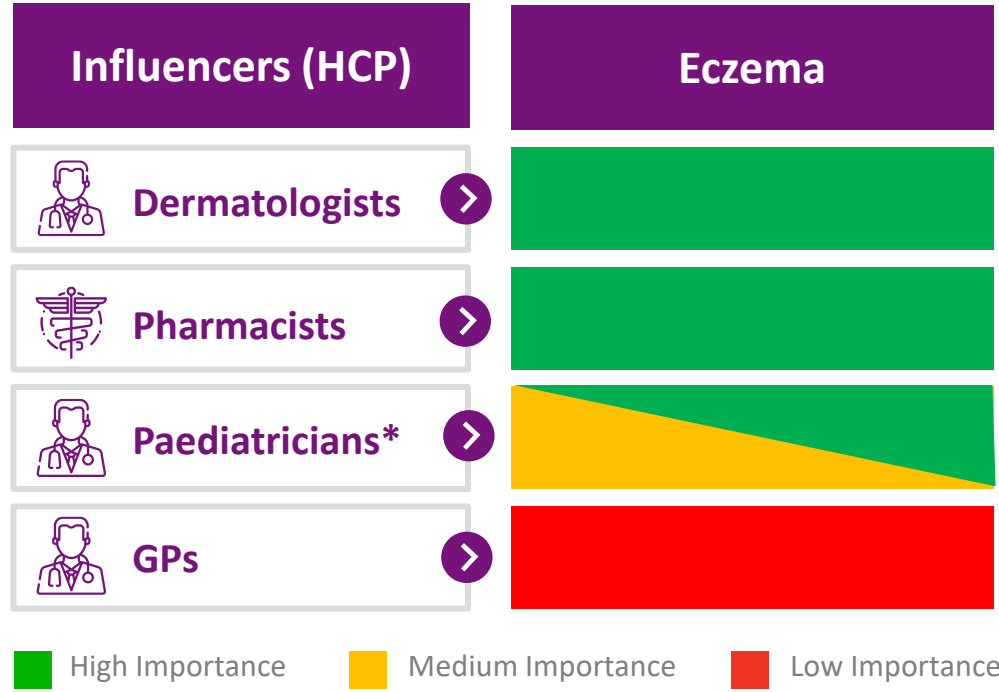


Dermatologists and pharmacists are the key influencers for Bepanthen®

Regardless of geographical location, Dermatologists and pharmacists are recognised as more important influencers for Bepanthen® than paediatricians and GPs.

Dermatologists are perceived as specialists, whereas pharmacists, often a known face among communities, are trusted and often the first point of call for dry skin and eczema.

Consolidated Global View HCP Heatmap for Eczema



*In some markets, paediatricians are equally as important as Dermatologists.
 Source: Bepanthen® Equity Study 2018.



Dermatologists are the most commonly consulted HCPs in Eczema

- In all countries, almost every eczema sufferer has consulted a Dermatologist at some point
- Dermatologist is also the most consulted HCP in the last year – thanks to regular visits of consumers



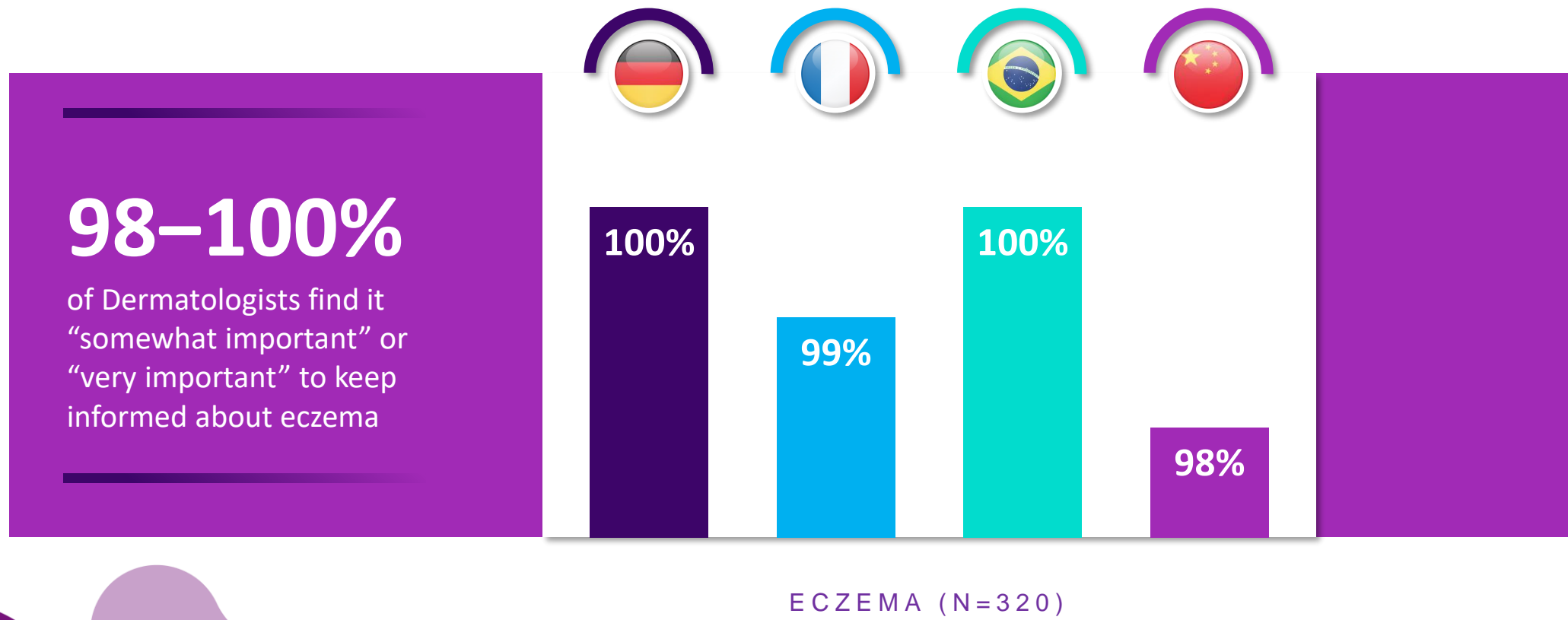
	TURKEY			GERMANY			BRAZIL			RUSSIA		
% of consumers who consulted an HCP for their eczema issues	Derms	GPs	Pharms	Derms	GPs	Pharms	Derms	GPs	Pharms	Derms	GPs	Pharms
Consulted last year	69%	45%	69%	72%	55%	56%	78%	65%	61%	66%	53%	60%
Ever consulted	95%	90%	87%	92%	82%	73%	93%	81%	71%	96%	81%	67%





What are the **key messages** for our HCP influencers in the Eczema category and which **channels** should we use to communicate it?

Dermatologists find it important to keep informed about Eczema



Source: HCP Channel Preference (Bepanthen®) – SKIM Consumer Health, July 2019.



What are the **key messages** for our HCP influencers in the Eczema category and which **channels** should we use to communicate it?

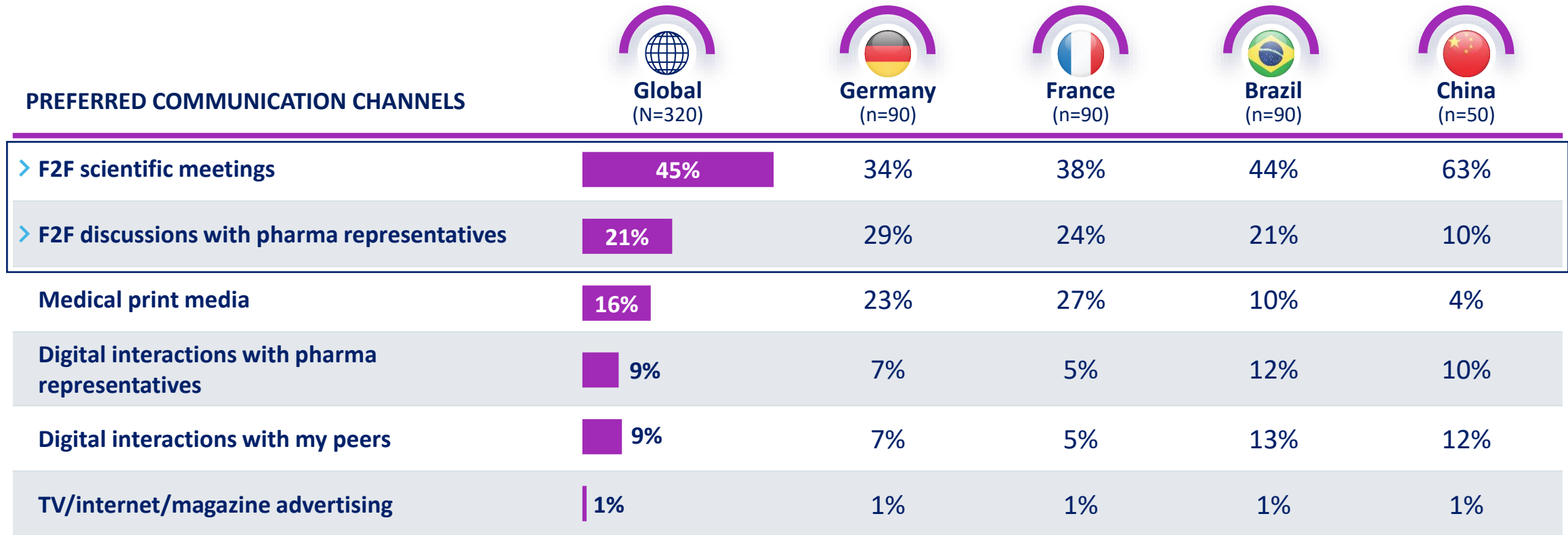
Dermatologists are driven by evidence rather than experience, and embrace interactions with Pharma

DERMATOLOGIST ARCHETYPES	Global (N=414)	Germany (n=180)	France (n=91)	Brazil (n=93)	China (n=50)
> Evidence-driven Early Adopter Interaction Embracer	27%	16%	21%	46%	44%
> Evidence-driven Late Adopter Interaction Embracer	31%	34%	35%	23%	24%
Experience-driven Early Adopter Interaction Embracer	12%	13%	5%	16%	8%
Experience-driven Late Adopter Interaction Embracer	17%	23%	20%	11%	4%
Evidence-driven Early Adopter Interaction Sceptical	4%	2%	7%	1%	8%
Experience-driven Early Adopter Interaction Sceptical	5%	6%	3%	2%	10%
Experience-driven Late Adopter Interaction Sceptical	2%	3%	4%	0%	0%
Evidence-driven Late Adopter Interaction Sceptical	2%	2%	4%	1%	2%

Source: HCP Channel Preference (Bepanthen®) – SKIM Consumer Health, July 2019.



In most countries, in pre-COVID times, F2F scientific meetings were the preferred communication channel for Dermatologists





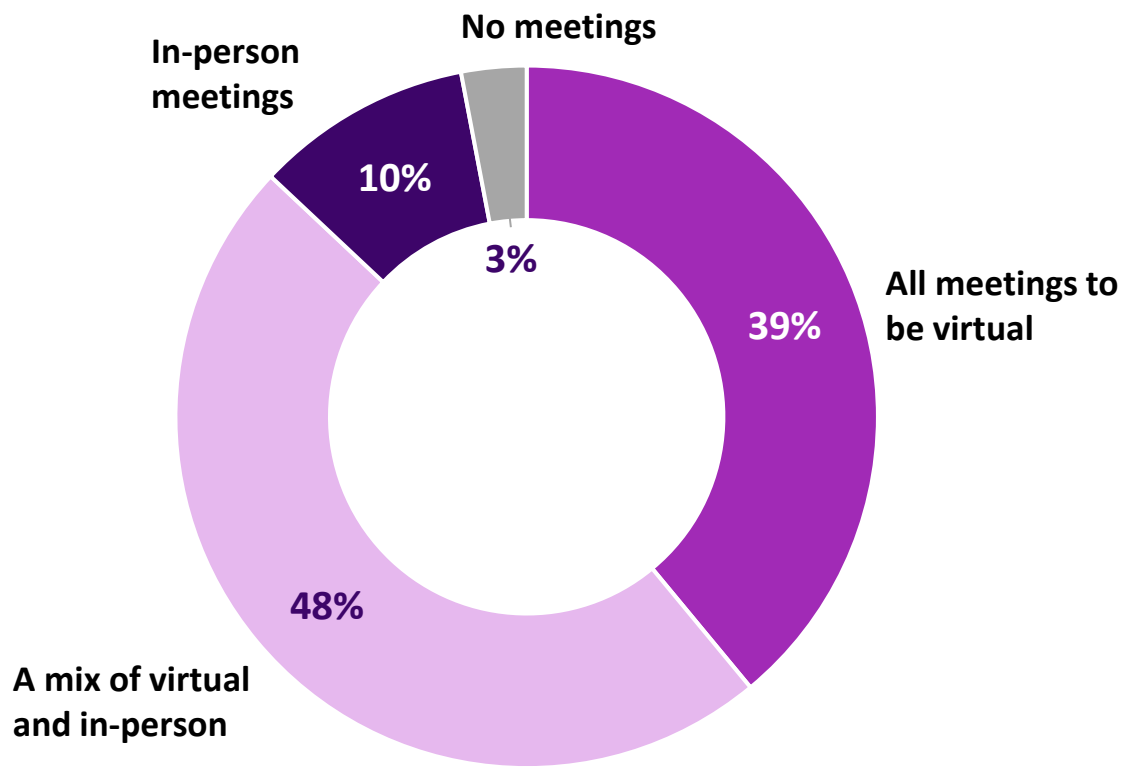
What are the **key messages** for our HCP influencers in the Eczema category and which **channels** should we use to communicate it?

Post-pandemic, 87% of HCPs want either all virtual or a mix of virtual and in-person meetings

Before the COVID pandemic, HCPs preferred to get information through F2F scientific meetings, followed by F2F discussions with pharma reps.¹ Since the pandemic, this has changed.

Physician surveys and other industry research indicates that some HCPs have grown accustomed to virtual sales and support meetings and would prefer to meet with reps this way. Others prefer a mix of in-person and virtual rep communication.

Acknowledging this trend, **93% of life sciences executives and decision makers surveyed said they expect “virtual detailing” to become a “prominent part of their sales model” moving forward.**²



Sources: 1. Telehealth Market Size, Share, Growth, Trends Report - 2028 (transparencymarketresearch.com). 2. Pharma Companies Have Improved How They Engage with Healthcare Providers During COVID-19, Finds New Research from Accenture. Accenture; 2020.



Efficacy & safety, clinical study results and mode of action are key when communicating information to Dermatologists



TOP 4 PREFERRED COMMUNICATION CHANNELS

INFORMATION TYPE	F2F DISCUSSIONS WITH PHARMA	MEDICAL PRINT MEDIA	F2F SCIENTIFIC MEETINGS	DIGITAL INTERACTIONS WITH PHARMA
>Efficacy and safety	68%	53%	59%	27%
>Clinical study results	64%	55%	58%	29%
>Mode of action	65%	57%	50%	26%
Product indications	69%	52%	50%	27%
Therapeutic guidelines	39%	60%	56%	23%
Product comparison	44%	46%	55%	20%
Innovations/latest developments	62%	44%	56%	28%
Case studies	41%	48%	50%	24%
Info on exhibitions and conferences	50%	27%	42%	26%
Product format/ingredients	73%	43%	30%	27%
Instructions for use	73%	49%	35%	25%
Online educational programmes	27%	-	26%	43%
KOL videos	18%	-	31%	24%

Take-home messages for each part of the HCP model



QUESTION 1 (before you start)

How **important** are **HCP influencers** in the Eczema category?



QUESTION 2

Who are the **most important HCP influencers** in the Eczema category?



QUESTION 3

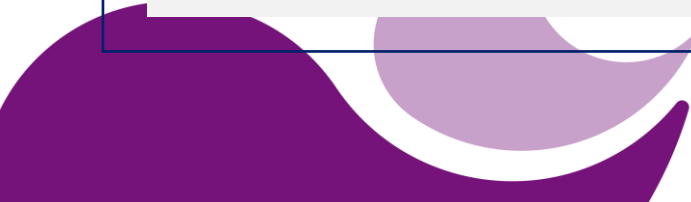
What is the **key message** for our HCP influencers in the Eczema category, and which channels should we use to communicate it?

TAKE-HOME MESSAGES:

HCPs are key influencers in the Eczema category, and **Dermatologists & pharmacists** are the most important ones

TAKE-HOME MESSAGES:

Efficacy & safety, clinical study results and mode of action are key when communicating information
Pre-pandemic, F2F channels were preferred by Dermatologists. However, **post-pandemic, hybrid channels** are more popular



2.2





Drivers and barriers to recommendation

– Dermatologists



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The main drivers for recommending Bepanthen® are good experience and efficacy, but lack of experience and preference for other brands can be barriers

DERMATOLOGISTS' DRIVERS AND BARRIERS TO RECOMMENDATION		ECZEMA			
					
DRIVERS	Good experience	24	9	31	36
	Good efficacy	24	7	29	50
	Good tolerability	12	2	7	43
	Proven/reliable/well-known brand	3	4	5	--
	Reasonably priced	6	--	2	7
BARRIERS	Lack of experience	27	30	16	--
	Not preferred product	12	15	7	--
	Lack of efficacy	6	20	7	7
	Insufficient/lack of medical reps visits	3	9	10	--
	Side effects	6	--	3	7
	Too expensive	--	2	14	--
	Not recommended because of advertisement on media and TV	--	--	2	--

Product samples are key to overcoming the ‘lack of experience’ barrier for Dermatologists

Overall, 68% of Dermatologists use product samples as a means of obtaining information

DERMATOLOGISTS’ CURRENT USE OF PRODUCT SAMPLES



Product samples

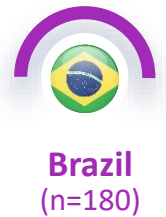
68%

67%

69%

Over the next 1–2 years, 90% of Dermatologists expect to use product samples about the same amount as they do now or more

DERMATOLOGISTS’ FUTURE EXPECTATIONS FOR THE USE OF PRODUCT SAMPLES



Same as they do now

70%

57%

35%

More in the future

20%

22%

63%

Source: HCP Channel Preference (Bepanthen®) – SKIM Consumer Health, July 2019.

Product samples can help HCPs increase patient satisfaction

PROVIDING A PATIENT START SAMPLE CAN:

01

Increase the likelihood of adherence

The patients knows exactly what to look for in store, and can **start the medication straight away**. HCPs feel this increases the likelihood that patients follow through with their recommendation

In addition, for some OTCs, product samples enable the HCP to demo and/or **reinforce the product administration with the patient**

02

Increase the credibility of the HCP with the patient

This is particularly true if they can recommend a product the patient is not yet aware of

03

Help the patient to feel better right away, reflecting positively on the HCP

The role of samples for driving brand recommendations cannot be underestimated



Providing samples to HCPs can increase brand awareness and serve as a reminder to recommend, which can ultimately build brand loyalty



Many HCPs are open to receiving samples by mail, and would consider a programme that would allow their staff to order brands and quantities needed



There may be an opportunity to explore a 'sample subscription' or 'sample request' programme to minimise the time/effort needed by HCP staff and ensure an ongoing supply that is customised to their needs

By providing samples and usage information, HCPs can increase patient satisfaction and reduce the number of patient call backs

PROVIDING A PATIENT START SAMPLE CAN:



➤ Increase the likelihood of adherence

The patient can start right away, and knows exactly what to look for in the store. HCPs feel this increases the likelihood they will follow through with the recommendation

It allows the HCP to **demo and/or reinforce the product administration** with the patient

➤ Help the patient start feeling better right away

This reflects positively on the HCP and reduces the need for the patient to call back

ACCOMPANY THE SAMPLE WITH USAGE INSTRUCTIONS AND FAQs:



➤ Providing simple dosing and administration info and tips about managing the condition along with the sample can **further help HCPs to provide accurate information around the treatment**

It's essential that materials are simple/don't add more complexity to the HCP-patient interaction, and are not overly promotional. Also, **tips should be geared towards addressing patient FAQs** so the patient doesn't have to call the HCP with common questions

Sample recommendation for Bepanthen[®] Eczema



Where possible, **use samples at the beginning of each stage** of the adoption path, as each new patient profile is introduced



This allows Dermatologists to try **Bepanthen[®] Eczema with different patients**

Always remember to stick to the sample quantities that are allowed for HCPs based on local country regulations



2.3

Treatment goals, challenges and prescription habits

– Dermatologists



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For Dermatologists, the main goal of atopic eczema treatment and management is to improve patients' quality of life



Treatment goals are focused on controlling the condition and educating patients on how to manage their eczema to help improve their quality of life

Controlling the disease

Educating patients



Controlling/reducing symptoms (e.g. itching)



Reduce frequency and intensity of flares in order to increase remission duration (long-term objective)



Aim for minimal to no skin lesions, particularly on the face



Moisturising affected skin tissue to help it repair and to provide a protective barrier



However, a key challenge faced is patients' non-compliance with treatment, particularly during the maintenance phase



HCPs find the chronic nature of atopic eczema challenging to manage, given the complexity of the condition

Compliance challenges

- Many patients don't carry on with maintenance treatment, probably because of the perception that maintenance is cumbersome (applying the product twice a day on the entire body) and the related costs

Treatment challenges

- Patients are frustrated with how long it takes treatments to have an effect
- Some patients are reluctant to use topical corticosteroids due to possible side effects

Patient education

- Need to help patients understand that their condition is chronic, and that there is no ultimate cure

Source: Healthcare Research Worldwide.
Bepanthen® HCP Rx-OTC Recommendations
Research. March 2021.



For Dermatologists, baseline therapy is a combination of OTC emollients and topical corticosteroids

Emollients

Routinely given as an essential part of treatment:

- For use primarily between flares
- Strong hydration/moisturising effect
- Suitable for all patients
- Patients use for life



Topical corticosteroids

First-line treatment (oral steroids for more severe cases in Spain and Turkey only):

- Primarily during acute flares in mild-to-moderate atopic eczema
- Powerful anti-inflammatory
- Fast acting
- Well-known efficacy and side-effect profile

Compared to other prescription treatments, topical corticosteroids are the 'go-to' prescription therapy. The reasons for this include, but are not limited to:

- Habit; routinely prescribed
- Highly effective for acute flares in mild and moderate stages
- Powerful anti-inflammatory action
- Suppressed itching, redness, burning
- Fast-acting/instant relief
- Well-known efficacy and side-effect profile
- Long-term use

Bepanthen® is seen as a trusted, heritage brand. However, some consider it too generic and are keen to recommend a more 'specialised product'

There is an opportunity to help move Bepanthen® away from the 'regular guy' persona and reignite Dermatologists' interest with the Brand



RAISE AWARENESS

Raising awareness of the brand and its product range in atopic eczema will be key to making it a top-of-mind option for Dermatologists



PROMOTE BENEFITS

Opportunity to promote/draw attention back to the benefits of the product range aligning with Dermatologists' goals and challenges – doctors' detailing will play a crucial role in doing so



EMPHASISE DIFFERENTIATING ATTRIBUTES

Emphasise attributes that differentiate Bepanthen® from other OTC emollients – make it 'stand out from the crowd'

What have we learned about Dermatologists and OTC recommendations? (1 of 2)

1

OBSERVATIONS

- Dermatologists are focused on the **long-term management of atopic eczema**
- Dermatologists' overall goal is to **improve patients' quality of life**, with controlling/reducing itching symptoms of key importance
- A major pain point for Dermatologists is **patients' non-compliance** with treatment. While many feel they have sufficient materials on the condition itself, **support with the more practical management of the condition** would be welcomed

2

RECOMMENDATIONS

- It will be important for Bayer to tailor Bepanthen® messaging in line with long-term management to align with Dermatologists' approach – increasing resonance
- It will be important to demonstrate how the Bepanthen® range can support the reduction of itching, and speak to overall quality-of-life improvements, particularly sleep quality. Need to showcase how this helps the patient, and in turn, what the benefits are for the Dermatologist
- Providing support through snappy, visual leaflet focused on practical tips and tricks/do's and don'ts to help with compliance; could allow Bayer to highlight the important role of emollients

What have we learned about Dermatologists and OTC recommendations? (2 of 2)

1

OBSERVATIONS

- While topical corticosteroids form a key part in the treatment pathway, often being used first-line, there remains a cohort of patients who are more hesitant/skeptical about this treatment
- Although Bepanthen® is a well-known and trusted Brand, it is viewed as a 'historical' product, often getting lost in an already saturated market space
- Overall, the SensiCalm and SensiControl products were well received, with the fast itch-relief, cortisone-free formula and prebiotics highlighted as key points of differentiation, although some skepticism around these claims remains

2

RECOMMENDATIONS

- Overall, it will be key to clarify and set expectations for where the Bepanthen® range sits with topical corticosteroids. A window of opportunity exists for Bepanthen® to be seen as a safe alternative for those more hesitant about steroid use
- To help keep Bepanthen® top of mind and raise its profile among Dermatologists, sales rep interactions and providing samples where possible to gain first-hand experience with the product will become increasingly important
- To help ignite interest in Bepanthen®, an opportunity exists to harness these key points of differentiation. The provision of any further information or clinical data supporting these product claims will be key

2.4

Understanding your HCP audience

– Summary



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Understanding your HCP audience – key take-aways

- HCPs are key influencers in the Eczema category, and **Dermatologists & Pharmacists** are the most important among them
- **Efficacy and safety, clinical study results and mode of action** are key when communicating information
- **Pre-pandemic, F2F channels** were preferred by Dermatologists for most types of information. However, **post-pandemic, hybrid channels** are most wanted
- **Good experience and efficacy are the main drivers** for recommending Bepanthen®
- **Lack of experience and preference for other brands can be barriers** → Product **samples & usage** info are key

Dermatologists are focused on the long-term management of AE

Tailor BPN messaging in line with long-term management

Dermatologists' overall goal is to improve patients' quality of life, with controlling/reducing itching symptoms of key importance

Demonstrate how BPN range can improve patients' QoL and, in turn, what the benefits are for the dermatologist

Patients' non-compliance with treatment is a major pain point

Provide support through materials to help w/compliance

TCS used first-line, but some patients are hesitant to use them

Clarify and set expectations for where BPN sits w/TCS

BPN is well-known and trusted, but viewed as 'historical', often getting lost in an already saturated market space

Keep BPN TOM with med reps interactions and samples, info...

SensiCalm and SensiControl well received (fast itch-relief, cortisone-free and prebiotics as POD), although some skepticism around these claims are seen

Harness these POD and substantiate them w/clinical data...

3.

The science behind the Bepanthen® EMS

With over 11 clinical studies to date,* and numerous published articles, the Bepanthen® Eczema Management System has an extensive amount of evidence underpinning its efficacy and tolerability.

The science supporting each of the Bepanthen EMS products has been captured in a House of Evidence (HoE) – a repository of Bepanthen’s® ‘medical truths’ in relation to the benefits and reasons to believe.

Each product is supported by a specific HoE and all HoEs are interconnected and aligned to the Brand Purpose.

Each benefit described in the HoE is expanded on in the Communications Strategy. Each will be developed as a “Module” – a visualisation of the information that can be used alone or in combination with other modules to easily develop customised communication assets for HCPs.

*As of January 2023.



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Introducing the House of Evidence

The repository of 'medical truths' in support of the product

From the science behind Bepanthen® ...



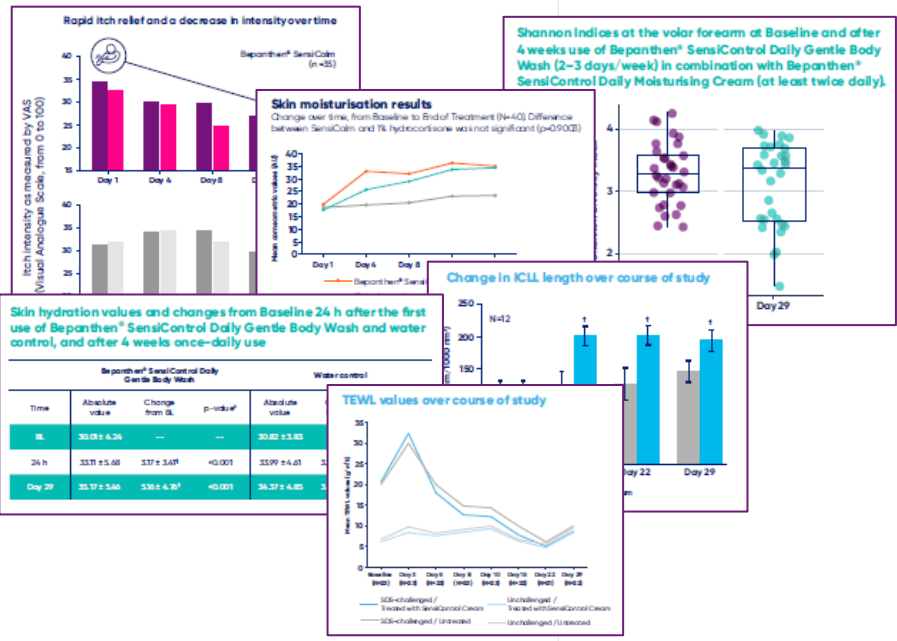
... to product-specific messages of the key medical benefits and reasons to believe



Product House of Evidence

Product key benefit

Science-backed reasons to believe that support the benefits



House of Evidence

"A cortisone-free formulation that repairs the skin and relieves symptoms during a flare, enabling patients to carry on with their normal lives"

1.1 Unique formulation

- | | |
|-------|---|
| 1.1.1 | Bepanthen® SensiCalm Itch Relief Cream has a unique cortisone-free formulation that relieves the symptoms of a mild-to-moderate atopic eczema flare by repairing the damaged skin barrier |
| 1.1.2 | Bepanthen® SensiCalm Itch Relief Cream features Lipid Lamellar Technology™, a special blend of skin-like lipids that can integrate and bind to lipids in damaged skin, restoring the skin barrier |
| 1.1.3 | Bepanthen® SensiCalm Itch Relief Cream provides four different humectants, including panthenol, to increase skin hydration and strengthen the skin barrier, return moisture to the stratum corneum and nourish the skin |
| 1.1.4 | Bepanthen® SensiCalm Itch Relief Cream provides moisturising ingredients and natural caring lipids |

1.3 Recommended by experts

- | | |
|-------|---|
| 1.3.1 | Dermatologists and paediatricians reported high levels of satisfaction with Bepanthen® SensiCalm Itch Relief Cream in cases of mild-to-moderate atopic eczema |
|-------|---|

1.2 Clinically proven

- | | |
|-------|--|
| 1.2.1 | Bepanthen® SensiCalm Itch Relief Cream increases skin moisturisation and repairs the skin barrier |
| 1.2.2 | Bepanthen® SensiCalm Itch Relief Cream has been shown to be as effective as 1% hydrocortisone at treating mild atopic eczema |
| 1.2.3 | Bepanthen® SensiCalm Itch Relief Cream restores the skin barrier and provides itch relief to improve quality of life |

1.4 Safe and convenient

- | | |
|-------|---|
| 1.4.1 | Bepanthen® SensiCalm Itch Relief Cream can be applied as needed on the body and face, including the eyelids |
| 1.4.2 | Bepanthen® SensiCalm Itch Relief Cream is safe to use in infants, children and adults |
| 1.4.3 | Bepanthen® SensiCalm Itch Relief Cream can be used during pregnancy and lactation |

House of Evidence

"An Emollient Plus that provides long-lasting intensive moisturisation for eczema-prone skin and strengthens the skin barrier, restoring patients' confidence that their skin will remain flare free"

1.1 Keeps skin flare free

- | | |
|-------|--|
| 1.1.1 | Bepanthen® SensiControl Daily Moisturising Cream is clinically proven to keep skin flare free for up to 3 months |
| 1.1.2 | Bepanthen® SensiControl Daily Moisturising Cream is clinically proven to deliver immediate and long-lasting moisturisation |
| 1.1.3 | Bepanthen® SensiControl Daily Moisturising Cream offers at least 7 hours of continuous sleep for children and their families |

1.3 Highly rated

- | | |
|-------|---|
| 1.3.1 | Bepanthen® SensiControl Daily Moisturising Cream is highly rated by parents and adult users |
|-------|---|

1.2 Derma-Defense Formula

- | | |
|-------|--|
| 1.2.1 | Bepanthen® SensiControl Daily Moisturising Cream features a Derma-Defense Formula that addresses the specific needs of eczema-prone skin by acting across the 3 skin barriers |
| 1.2.2 | The Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula contains a prebiotic to support the skin microbiome |
| 1.2.3 | The Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula protects and strengthens the biochemical barrier with humectants, a vitamin complex (B5 and B3) and its physiological skin pH |
| 1.2.4 | The Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula strengthens the physical barrier with its unique Lipid Lamellar Technology™ featuring natural lipids |

1.4 Safe and convenient

- | | |
|-------|--|
| 1.4.1 | Bepanthen® SensiControl Daily Moisturising Cream is suitable for everyday use on non-lesional skin of the body and face, including the eyelids |
| 1.4.2 | Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula contains 90% ingredients from a natural origin and is safe to use on infants, children and adults |

House of Evidence

"Provides gentle daily cleansing of eczema-prone skin, so patients can cleanse their skin while protecting their skin barrier"

1.1 Preserves the skin barrier and increases skin hydration

1.1.1 Bepanthen® SensiControl Daily Gentle Body Wash Gel contains mild cleansing agents and a high concentration of humectants to preserve the skin barrier and increase skin hydration

1.1.2 Bepanthen® SensiControl Daily Gentle Body Wash Gel is clinically proven to increase skin hydration

1.1.3 Bepanthen® SensiControl Daily Gentle Body Wash Gel has been clinically proven to maintain the skin's natural pH

1.3 Highly rated

1.3.1 Bepanthen® SensiControl Daily Gentle Body Wash Gel is well-tolerated and effective in infants, children and adults, and has demonstrated high rates of satisfaction

1.2 Supports a healthy skin microbiome

1.2.1 Bepanthen® SensiControl Daily Gentle Body Wash Gel supports a healthy skin microbiome

1.4 Safe and convenient

1.4.1 Bepanthen® SensiControl Daily Gentle Body Wash Gel contains 90% ingredients from a natural origin and is safe to use on infants, children and adults

House of Evidence

"A simple solution to a complex condition"

1.1 Effective synergistic approach

- 1.1.1 The Bepanthen® Eczema Management System is clinically proven to provide symptom relief, long-lasting control and improved quality of life in patients with mild-to-moderate eczema and atopic-prone skin
- 1.1.2 The Bepanthen® Eczema Management System offers a holistic solution for both atopic lesional (mild-to-moderate cases) and atopic non-lesional skin
- 1.1.3 The Bepanthen® Eczema Management System supports a healthy microbiome

1.3 Bepanthen® heritage

- 1.3.1 Bepanthen® is a globally trusted Brand that specialises in the management of atopic eczema and has over 75 years of expertise in medicated skincare and skin healing

1.2 A simple solution

- 1.2.1 The Bepanthen® Eczema Management System provides a simple regimen for atopic eczema that includes treatment, moisturisation and cleansing

1.4 Safe and convenient

- 1.4.1 The Bepanthen® Eczema Management System is a simple regimen that can be used on infants, children and adults

4.

HCP communication strategy

Our communication strategy is based on a global level of understanding around current HCP attitudes and behaviours towards Bepanthen®.

While the HCP insights might vary depending on country, culture, persona, etc., the proposed attitudes/behaviours are 'universal' and globally applicable.

To capture the different attitudes and develop a coherent communication plan that can be adapted at a local level, the well-recognised '4-step adoption pathway' is used for HCP segmentation.

Although alternative local segmentations are possible, the examples provided here can inspire or easily be adapted to local needs.



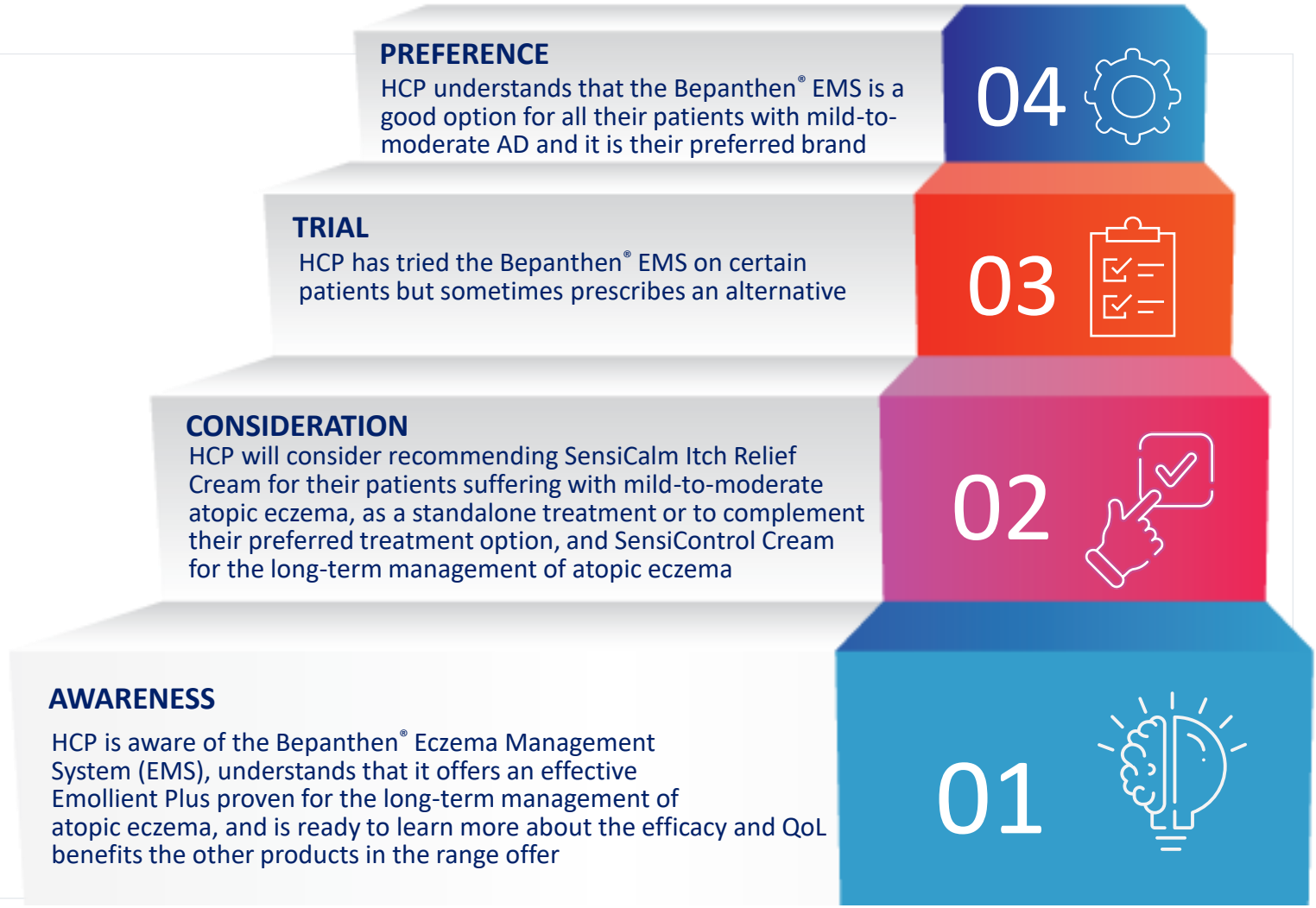
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What is the adoption pathway?



The Adoption Pathway is a **strategic framework for achieving behaviour change in our target customers** – our HCPs

To achieve this, we must first **identify their current behaviour and therefore their position on the adoption path**. We can then tailor all communications and messages to drive the specific behaviour change we wish to achieve and move them up the path



The HCP Communication Strategy identifies the Jobs To Be Done (JTBDs) to move HCPs up the Brand ‘recommendation ladder’

	AWARENESS	CONSIDERATION	TRIAL	PREFERENCE
CURRENT BEHAVIOUR	Dermatologist is currently recommending other competitor emollients for the long-term maintenance of healthy, flare-free skin	Dermatologist is currently recommending competitor eczema treatments, possibly topical corticosteroids, but these may not offer the full repertoire that the Bepanthen® EMS does – steroid-sparing treatment of flares and long-term maintenance of healthy, flare-free skin	Dermatologist has started recommending some Bepanthen® EMS products to some of their atopic eczema patients	Dermatologist is currently recommending Bepanthen® to a number of their patients with mild-to-moderate atopic eczema
DESIRED BEHAVIOUR	Dermatologist understands that the Bepanthen® EMS offers an effective Emollient Plus proven for the long-term management of atopic eczema and is ready to learn more about the efficacy and QoL benefits the other products in the range offer	Dermatologist will consider SensiCalm Itch Relief Cream the next time they see a patient suffering with mild-to-moderate atopic eczema, as a standalone treatment or to complement their preferred treatment option, and SensiControl Cream for the long-term management of atopic eczema	Dermatologist will start prescribing the Bepanthen® EMS range to more of their patients suffering with mild-to-moderate atopic eczema	Dermatologist will recommend Bepanthen® as their first choice to all of their patients suffering with mild-to-moderate atopic eczema
JTBD	GET Dermatologists TO be aware of the Bepanthen® EMS products BY presenting the key benefits and clinical evidence for SensiControl Daily Moisturising Cream, an Emollient Plus that keeps skin flare free for up to 3 months	GET Dermatologists TO consider recommending Bepanthen® EMS BY introducing them to SensiCalm Itch Relief Cream, which offers a cortisone-free treatment for atopic eczema flares, and is from a company with a long heritage in medicated skin care	GET Dermatologists TO see the value of Bepanthen® to more of their atopic eczema patients BY presenting the key benefits and clinical evidence for the Daily Wash Gel, the final product in this holistic range that offers total control of mild-to-moderate atopic eczema	GET Dermatologists TO recommend Bepanthen® as their first choice to all of their patients BY presenting the key benefits and clinical evidence underpinning the entire range, and emphasising that it is a simple but holistic range that promotes patient compliance



Bepanthen® Eczema Communication Strategy – complete framework



“Most of my patients are between flares and are looking for long-term control of their atopic eczema and prevention of future flares. Can you help them?”

Patient Profile: Ana is a mother of 2 who suffers from atopic eczema. She’s looking for an effective regimen that provides lasting control

Guidelines recommend emollients as the primary treatment for atopic eczema due to their steroid-sparing effect

Long-term treatment goal is to reduce the number of flares and increase time between flares

Bepanthen® SensiControl provides long-lasting intensive moisturisation of eczema-prone skin

Clinically proven to keep skin flare free for up to 3 months

Derma-Defense Formula addresses the specific needs of eczema-prone skin by acting across the three skin barriers

Well-tolerated and highly rated by patients (soothes, moisturises, protects)

Helps to calm eczema-prone skin and improve QoL, offering at least 7 hours of continuous sleep for children and their families

Clinically proven to be safe and effective in infants, children and adults

Summary – Just one product in the Bepanthen® Eczema Management System, which includes treatment, moisturisation and cleansing products, and provides holistic control at every stage of atopic eczema

Objection handler

“Why should I recommend Bepanthen® SensiCalm Itch Relief Cream for my atopic eczema patients?”

Patient Profile: Maria wants to get rid of the mild-to-moderate eczema flare in her face, but she is hesitant about using steroids on that area because of the risk of side effects

First treatment goal in atopic eczema is to treat the current flare – relieve itch and reduce inflammation

Bepanthen® SensiCalm Itch Relief Cream has a cortisone-free formula that provides rapid itch relief within 30 mins, supports regeneration of the skin barrier, and can be used without restriction

Unique formulation, including LLT™

Can be applied as needed on the body and face, including the eyelids

Clinically proven to be as effective as 1% hydrocortisone in mild-to-moderate atopic eczema

Recommended by experts – 9 out of 10 would recommend it to their peers

Clinically proven to be safe and effective in infants, children and adults

Summary – This is just one product in the Bepanthen® Eczema Management System range, which includes treatment, moisturisation and cleansing products, and provides holistic control at every stage of atopic eczema

Objection handler

“Tell me how Bepanthen® SensiControl Daily Gentle Wash can help my patients with atopic eczema”

Patient profile: Sarah finds that many cleansers aggravate her atopic eczema. She'd like to find one that soothed her skin as well as cleansed it

Guidelines recommend a mild specialised cleansing product for atopic eczema skin

Bepanthen® SensiControl Gentle Body Wash is a new formula developed specifically for eczema-prone skin to complete the Eczema Management System repertoire

Clinically proven to provide gentle daily cleansing of eczema-prone skin, and to:

- Increase skin hydration
- Maintain the natural skin barrier
- Support a healthy skin microbiome
- Maintain the skin’s natural pH

Well-tolerated and highly rated by patients (soothes, moisturises, protects)

Clinically proven to be safe and effective in infants, children and adults

Summary – The Bepanthen® Eczema Management System is a simple solution to a complex condition – delivering holistic control at every stage of atopic eczema

Objection handler

“Tell me about how the Bepanthen EMS provides a total care approach to atopic eczema and why it’s different to other product ranges”

The Bepanthen® Eczema Management System provides holistic control at every stage of mild-to-moderate atopic eczema

Atopic eczema is the most common form of eczema. It is a complex condition that can present with varying severity and has a high impact on QoL

The Bepanthen® Eczema Management System provides a trio of complementary products that cover **everything your patients need to proactively manage their atopic eczema**

- Bepanthen® SensiCalm Itch Relief Cream – for mild-to-moderate atopic eczema, it delivers fast-acting itch relief and regeneration of the skin barrier during a flare
- Bepanthen® SensiControl Daily Moisturising Cream and Gentle Wash – for long-lasting moisturisation and gentle cleansing of eczema-prone skin

Each product is clinically proven to be safe and effective in infants, children and adults

Produced by Bayer, Bepanthen® has over 75 years of expertise in medicated skin care

Summary – The Bepanthen® Eczema Management System is a **simple solution to a complex condition**

Objection handler

5.

Developing the messages

To drive the desired behaviours defined within the adoption ladder, tailored messages can be developed addressing different jobs to be done (JTBDs).

To facilitate the development of these messages, an ‘elevator pitch’ guidance template is provided. This template helps in drafting a tailored message by assembling and connecting the required information for a message that truly fulfills the JTBD.

The resulting Message represents the basis for the development of the final Assets that will be used in the communication to HCPs.

This section provides examples of tailored Messages for each stage of the adoption ladders.*

*Please note that the messages developed here are subject to change as we learn more about the atopic eczema competitive landscape, which is constantly evolving. In addition, we understand the importance of HCP feedback and will continue to capture this feedback, which will inform medical need and insights and consequently future innovation and evidence generation.



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Developing the 'Message'

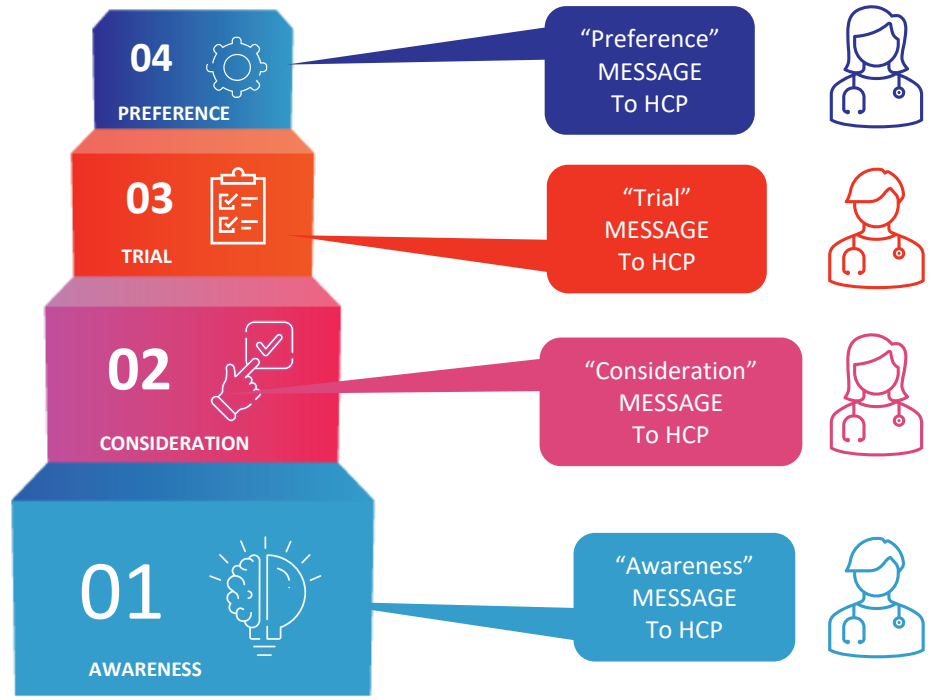
Bringing to life Bepanthen's science, from the House of Evidence to the strategic job to be done

Bepanthen® SensiCalm Itch Relief Cream

House of Evidence | "A cortisone-free formulation that repairs the skin and relieves symptoms during a flare, enabling patients to carry on with their normal lives"

1.1 Unique formulation	1.2 Clinically proven
<p>1.1.1 Bepanthen® SensiCalm Itch Relief Cream has a unique cortisone-free formulation that relieves the symptoms of a mild-to-moderate atopic eczema flare by repairing the damaged skin barrier</p> <p>1.1.2 Bepanthen® SensiCalm Itch Relief Cream features Lipid Lamellar Technology™, a special blend of skin-like lipids that can integrate and bind to lipids in damaged skin, restoring the skin barrier</p> <p>1.1.3 Bepanthen® SensiCalm Itch Relief Cream provides four different humectants, including panthenol, to increase skin hydration and strengthen the skin barrier, return moisture to the stratum corneum and nourish the skin</p> <p>1.1.4 Bepanthen® SensiCalm Itch Relief Cream provides moisturising ingredients and natural caring lipids</p>	<p>1.2.1 Bepanthen® SensiCalm Itch Relief Cream increases skin moisturisation and repairs the skin barrier</p> <p>1.2.2 Bepanthen® SensiCalm Itch Relief Cream has been shown to be as effective as 1% hydrocortisone at treating mild atopic eczema</p> <p>1.2.3 Bepanthen® SensiCalm Itch Relief Cream restores the skin barrier and provides itch relief to improve quality of life</p>
1.3 Recommended by experts	1.4 Safe and convenient
<p>1.3.1 Dermatologists and paediatricians reported high levels of satisfaction with Bepanthen® SensiCalm Itch Relief Cream in cases of mild-to-moderate atopic eczema</p>	<p>1.4.1 Bepanthen® SensiCalm Itch Relief Cream can be applied as needed on the body and face, including the eyelids</p> <p>1.4.2 Bepanthen® SensiCalm Itch Relief Cream is safe to use in infants, children and adults</p> <p>1.4.3 Bepanthen® SensiCalm Itch Relief Cream can be used during pregnancy and lactation</p>

From the scientific information...



... and the communication strategy... >

... to tailored messages



Developing an engaging message

Background

- Job To Be Done Define where an HCP sits on the adoption ladder and identify the job to be done.
- Country strategic insight Apply local insight(s) of the barriers and drivers of an HCP to tailor your message. What is the insight that is preventing the behaviour change? What is the channel most preferred to receive information?

The message

- Create engagement/content catalyst linked to a local insight
A 'content catalyst' should be relevant to the strategic insight and relevant to a HCP's barrier/driver to prescribing. It addresses/challenges current thinking and sets the scene to present our 'reasons to believe'
- Product's key benefit (expressed in a way to link to the previously set 'content catalyst')
The benefit is unique to the stage of the adoption ladder. It should provide the key message and address a country's engagement/content catalyst message
- Product's RTBs (expressed in a way to link to the previously set 'content catalyst')
RTBs can be of different nature but all have the commonality to support the product's benefit.
Product RTBs should be taken from the Product's module content and should align with the drivers to recommendations: formulation, clinical data and expert recommendations



Moving Dermatologists up the adoption pathway



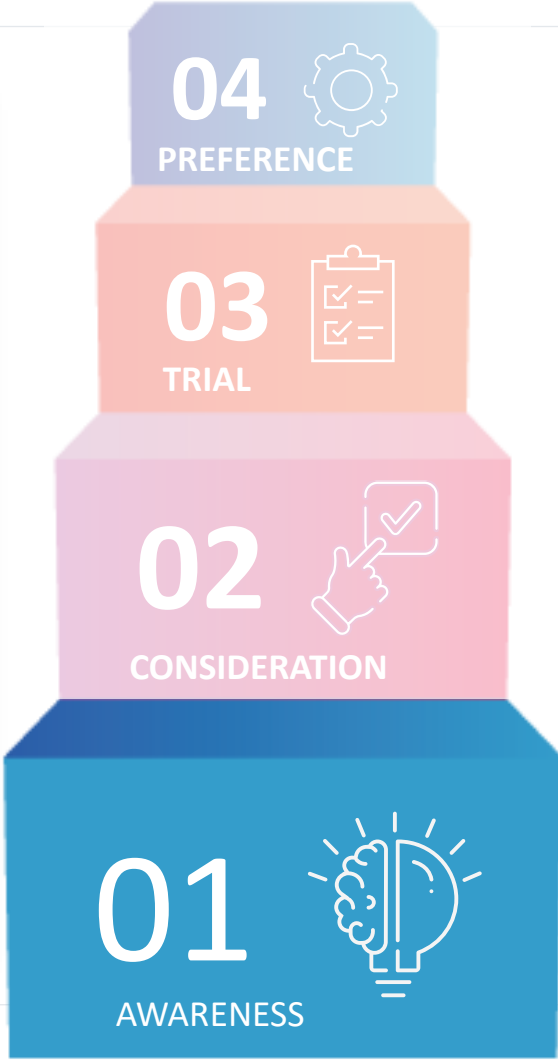
At this first detailing stage, we assume that Dermatologists are unfamiliar with the Bepanthen® brand, or may be familiar with Bepanthen® but not with their atopic eczema range



To make the Dermatologist aware of Bepanthen EMS, and because most Dermatologists are looking to help their patients manage their eczema in the long term, we are going to focus on the emollient – SensiControl Daily Moisturising Cream. We will also mention that it is just one product in a holistic range that covers all aspects of atopic eczema management



In this awareness stage, we will focus the detailing on the key benefits of the SensiControl Daily Moisturising Cream, designed to keep skin flare-free for up to 3 months



Developing an engaging and relevant HCP message with the help of the elevator pitch

Background

- Job To Be Done (Consideration stage) GET the Dermatologist FROM currently prescribing a rival emollient brand for atopic eczema TO consider Bepanthen® BY introducing SensiControl Daily Moisturising Cream, an Emollient Plus that provides intensive moisturisation of eczema-prone skin and strengthens the skin barrier for long-lasting control
- Country strategic insight For example: Dermatologists are focused on the long-term management of atopic eczema and want to help their patients remain flare free for as long as possible

‘Elevator pitch’

- Create engagement/content catalyst linked to a local insight (e.g. a local HCP’s barrier)
- Product’s key benefit (expressed in a way to link to the previously set ‘content catalyst’)
- Product’s key benefits (expressed in a way to link to the previously set ‘content catalyst’)

Did you know that without emollient treatment, the median time to an atopic dermatitis flare relapse is just 30 days?¹

Did you know that regular use of emollients can reduce the number of flares, prolong time between flares, and reduce use of corticosteroids?²

Did you know that the skin is made up of three barriers that are all impacted in atopic eczema – the microbiome barrier on the surface of the skin, the biochemical barrier containing humectants and other factors that protect the skin and maintain its pH, and the physical barrier comprising the lipid layers and corneocytes that protect the skin and keep it hydrated

Bepanthen® SensiControl Daily Moisturising Cream is an Emollient Plus that provides immediate and long-lasting moisturisation and is clinically proven to keep skin flare free for up to 3 months

- 1.1.1 Bepanthen® SensiControl Daily Moisturising Cream is clinically proven to keep skin flare free for up to 3 months
- 1.1.2 Bepanthen® SensiControl Daily Moisturising Cream is clinically proven to deliver immediate and long-lasting moisturisation
- 1.1.3 Bepanthen® SensiControl Daily Moisturising Cream offers at least 7 hours of continuous sleep for children and their families
- 1.2.1 Bepanthen® SensiControl Daily Moisturising Cream features a Derma-Defense Formula that addresses the specific needs of eczema-prone skin by acting across the 3 skin barriers



Moving Dermatologists up the adoption pathway



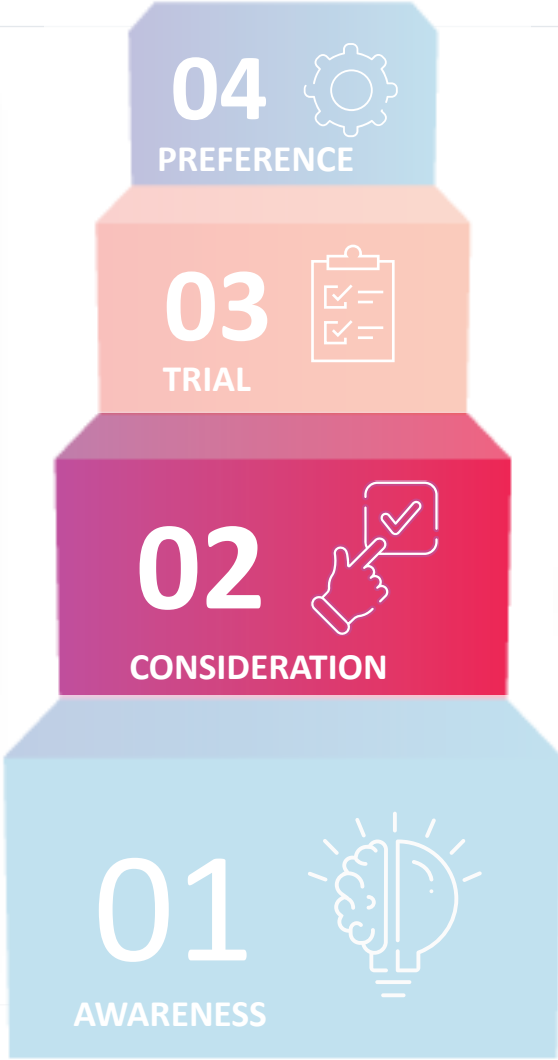
At this detailing stage, we assume that Dermatologists know about Bepanthen® SensiControl Daily Moisturising Cream, and have heard of the EMS but are not recommending it yet to their patients with atopic eczema



To build on the previous stage, and because many patients will visit a Dermatologist when they are having a flare, we are going to focus on SensiCalm Itch Relief Cream. This will also emphasise that this is a holistic range of products that offers a solution at every stage of the disease



In this consideration stage, we will focus the detailing on the evidence and data that supports the efficacy of the Bepanthen® SensiCalm Itch Relief Cream



Developing an engaging and relevant HCP message with the help of the elevator pitch

Background

- Job To Be Done (Awareness stage)
- Country strategic insight

GET the Dermatologist FROM currently prescribing a rival brand for mild-to-moderate atopic eczema flares TO consider Bepanthen® BY introducing SensiCalm Itch Relief Cream, a cortisone-free treatment for atopic eczema flares that can be used as a standalone treatment or to complement their preferred treatment option, and is from a company with a long heritage in medicated skin care

For example: Dermatologists want to improve patient's quality of life, and reducing itch is of key importance. In addition, some of their patients are hesitant about using topical corticosteroids for treatment

'Elevator pitch'

➤ Create engagement/content catalyst linked to a local insight (e.g. a local HCP's barrier)

➤ Product's key benefit (expressed in a way to link to the previously set 'content catalyst')

➤ Product's key benefits (expressed in a way to link to the previously set 'content catalyst')

Did you know that:

- 83% of children with atopic eczema flares experience sleep disturbance mainly due to the itch¹
- 89% of adults with atopic eczema in Germany stated that it was very important for them to be free of itch²
- Atopic eczema can often affect the eyelids, due to thin, sensitive nature of the skin. Eyelid skin is four times thinner than facial skin and requires a mild but effective treatment.³
- Topical corticosteroids (TCS) are often prescribed for atopic eczema flares. However, many patients are reluctant to use TCS,⁴ and several guidelines recommend the steroid-sparing effects of alternative moisturisers for mild-to-moderate atopic eczema, including the American Academy of Dermatology and the European Academy of Dermatology and Venereology^{4,5}

The **primary treatment goal for a flare is to relieve the itch, reduce the inflammation and repair the skin barrier.**

Bepanthen® SensiCalm Itch Relief Cream is a cortisone-free formulation that repairs the skin and relieves symptoms during a flare

- 1.1.2 Bepanthen® SensiCalm Itch Relief Cream features Lipid Lamellar Technology™ (LLT), a special blend of skin-like lipids that can integrate and bind to lipids in damaged skin, restoring the skin barrier
- 1.1.3 Bepanthen® SensiCalm Itch Relief Cream provides four different humectants, including panthenol, to increase skin hydration and strengthen the skin barrier, return moisture to the stratum corneum and nourish the skin
- 1.2.1 Bepanthen® SensiCalm Itch Relief Cream increases skin moisturisation and repairs the skin barrier
- 1.2.2 Bepanthen® SensiCalm Itch Relief Cream has been shown to be as effective as 1% hydrocortisone at treating mild atopic eczema
- 1.4.1 Bepanthen® SensiCalm Itch Relief Cream can be applied as needed on the body and face, including the eyelids

Moving Dermatologists up the adoption pathway



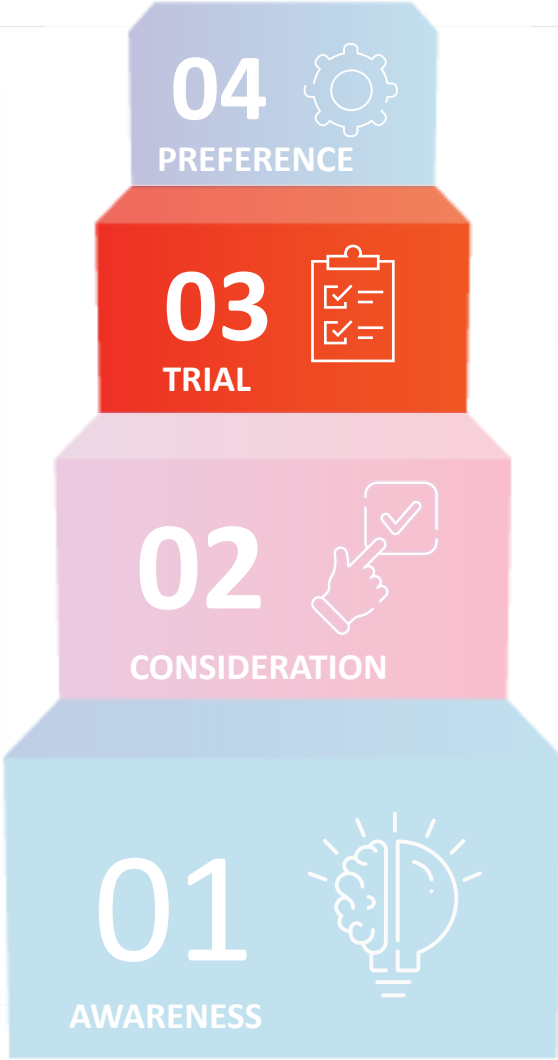
Following the awareness and consideration stages, we can assume that our Dermatologists know about SensiControl Moisturising Cream and SensiCalm Itch Relief Cream, and **have already started prescribing to some of their atopic eczema patients**



We want them to expand on the number of patients they are recommending Bepanthen® to by looking at the Daily Gentle Body Wash Gel – and emphasise that this is **a holistic range of products that offers a solution at every stage of the disease**



In this trial stage, we will focus on the Bepanthen® Daily Gentle Body Wash Gel, offering gentle cleansing of eczema-prone skin



Developing an engaging and relevant HCP message with the help of the elevator pitch

Background

- Job To Be Done (Consideration stage)
- Country strategic insight

GET the Dermatologist FROM currently prescribing Bepanthen® to more patients TO considering the Bepanthen® EMS as their Brand of choice for all patients with mild-to-moderate atopic eczema BY presenting the key benefits and clinical evidence underpinning the entire range, and emphasising that it is a simple but holistic range that promotes patient compliance

For example: Dermatologists are focused on the long-term management of atopic eczema. They want to be able to recommend products that work together to support healthy skin

‘Elevator pitch’

- Create engagement/content catalyst linked to a local insight (e.g. a local HCP’s barrier)
- Product’s key benefit (expressed in a way to link to the previously set ‘content catalyst’)
- Product’s key benefits (expressed in a way to link to the previously set ‘content catalyst’)

Did you know that soaps and detergents can alter the skin pH and exacerbate atopic eczema symptoms?

Did you know that Bepanthen® SensiControl Daily Gentle Body Wash Gel is clinically proven to gently cleanse the skin, increase skin hydration and support a healthy skin microbiome?

Bepanthen® SensiControl Daily Gentle Body Wash Gel provides gentle daily cleansing of atopic eczema-prone skin

- 1.1.1 Bepanthen® SensiControl Daily Gentle Body Wash Gel contains mild cleansing agents and a high concentration of humectants to preserve the skin barrier and increase skin hydration
- 1.1.3 Bepanthen® SensiControl Daily Gentle Body Wash Gel has been clinically proven to maintain the skin’s natural pH
- 1.2.1 Bepanthen® SensiControl Daily Gentle Body Wash Gel supports a healthy skin microbiome



Moving Dermatologists up the adoption pathway



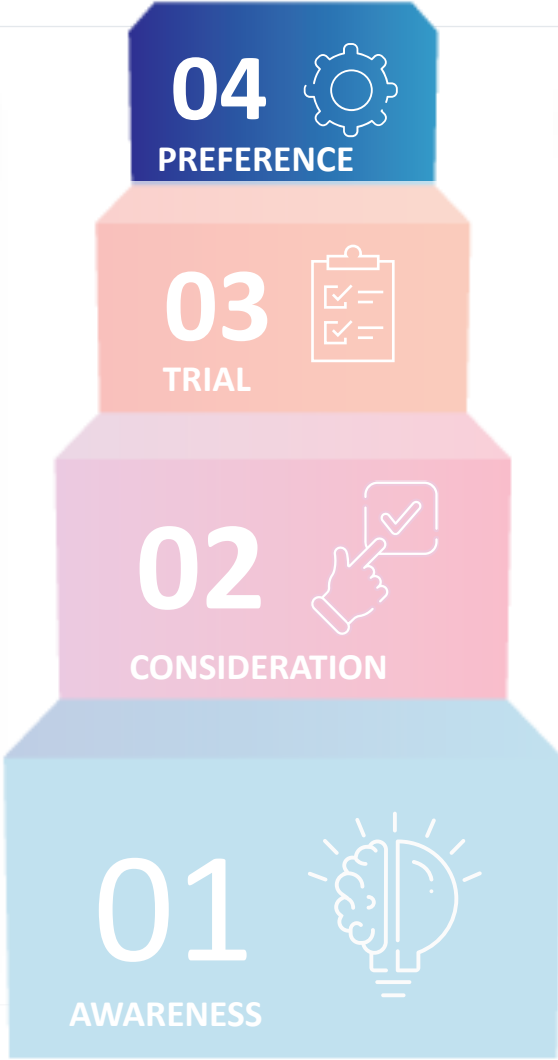
At this final detailing stage, we assume that Dermatologists are **satisfied with the results they are seeing with Bepanthen® EMS.**



We want Bepanthen® to become their preferred Brand for all their patients with mild-to-moderate atopic eczema. We will focus detailing on the whole Bepanthen® EMS range, that offers a complete repertoire of products that **provide a solution at every stage of atopic eczema.**



In this preference stage, we will focus the detailing on the whole Bepanthen® EMS range.



Developing an engaging and relevant HCP message with the help of the elevator pitch

Background

- Job To Be Done (Consideration stage) GET the Dermatologist FROM currently prescribing Bepanthen® to some patients TO trial it on a wider number of patients BY presenting the key benefits and clinical evidence for the Daily Wash Gel, the final product in this range that offers total control of mild-to-moderate atopic eczema
- Country strategic insight For example: Dermatologists want to improve their patients' quality of life and are focused on the long-term management of atopic eczema
A major pain point for Dermatologists is patients' non-compliance with treatment. A straightforward, easy-to-follow regimen could improve compliance

'Elevator pitch'

- Create engagement/content catalyst linked to a local insight (e.g. a local HCP's barrier)
- Product's key benefit (expressed in a way to link to the previously set 'content catalyst')
- Product's key benefits (expressed in a way to link to the previously set 'content catalyst')

Atopic eczema is a chronic inflammatory skin disease with a multifactorial pathology,¹ which has a high impact on quality of life²

Did you know that poor adherence is a major barrier to eczema treatment? It has been found that the use of topical treatment for atopic eczema drops by approximately 70% within the first few days of starting treatment³

The Bepanthen® Eczema Management System offers a simple solution to a complex condition – providing effective management of mild-to-moderate atopic eczema

- 1.1.1 The Bepanthen® Eczema Management System is clinically proven to provide symptom relief and long-lasting control of atopic eczema and improved quality of life in patients with mild-to-moderate eczema and atopic-prone skin
- 1.1.2 The Bepanthen® Eczema Management System offers a holistic solution in both atopic lesional (mild-to-moderate cases) and atopic non-lesional skin
- 1.1.3 The Bepanthen® Eczema Management System supports a healthy microbiome
- 1.3.1 Bepanthen® is a globally trusted brand that specialises in the management of atopic eczema and has over 75 years of expertise in medicated skin care and skin healing



5.1 Awareness Stage



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Moving Dermatologists up the adoption pathway



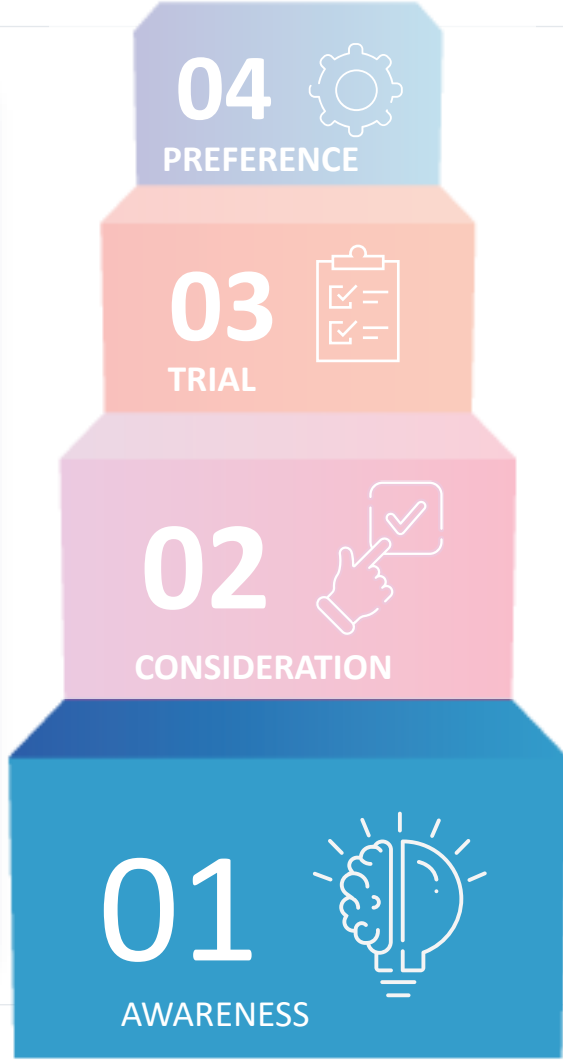
At this first detailing stage, we assume that Dermatologists are unfamiliar with the Bepanthen® brand, or may be familiar with Bepanthen® but not with their atopic eczema range



To make the Dermatologist aware of Bepanthen EMS, and because most Dermatologists are looking to help their patients manage their eczema in the long term, we are going to focus on the emollient – SensiControl Daily Moisturising Cream. We will also mention that it is just one product in a holistic range that covers all aspects of atopic eczema management



In this awareness stage, we will focus the detailing on the key benefits of the SensiControl Daily Moisturising Cream, designed to keep skin flare-free for up to 3 months



Moving Dermatologists up the adoption pathway

DERMATOLOGIST THINKS

MEDICAL REP SAYS

Target: Aware	I already have certain products that I recommend to my patients with atopic eczema. What makes your new range different?	Bepanthen® EMS is a holistic range that provides science-driven solutions for your patients with mild-to-moderate atopic eczema and atopic-prone skin. For example, SensiControl Daily Moisturising Cream is a daily emollient that is clinically proven to keep skin flare-free for up to 3 months. It also contains a prebiotic to support a healthy skin microbiome. This is just one product in our Bepanthen® EMS – a complete repertoire to help your patients manage their atopic eczema.	Message to drive Aware
Now: Aware Target: Consider	I already have solutions to tackle my patient's flares. What else can you offer that can work alongside these solutions and will further relieve my patients from the symptoms of flares so that they can carry on with their normal lives?	The Bepanthen® EMS includes SensiCalm Itch Relief Cream, our steroid-sparing cream that can be used as a standalone treatment or to complement your preferred treatment option, and effectively relieves itch, helps the skin barrier regenerate, and tackles flares.	Message to drive Consider
Now: Consider Target: Trial	I am recommending the itch relief cream and the daily moisturiser for many of my atopic eczema patients. What else can the range offer?	As well as treatment and moisturisation, the range includes SensiControl Gentle Daily Body Wash, a new formula with mild cleansing agents developed specifically for atopic eczema-prone skin. It maintains the natural skin barrier, provides hydration starting in the shower and supports a healthy skin microbiome.	Message to drive Trial
Now: Trial Target: Preference	Compliance is an issue for atopic eczema patients. How can your range improve this and ensure long-term control?	I understand that atopic eczema is a complex condition, but patients want a simple solution. The Bepanthen® EMS provides a trio of complementary products that are non-greasy and easy to apply, and cover everything your patients need to proactively manage their atopic eczema – from a cortisone-free flare treatment to a long-term emollient, and a gentle wash for everyday use.	Message to drive Preference



Detailing the Awareness stage



JOB TO BE DONE



INSIGHT & BENEFIT



REASONS TO BELIEVE



CALL TO ACTION



OBJECTION HANDLING



What is our objective when communicating with Dermatologists in this stage?

Job to be Done

COMMUNICATION OBJECTIVE

Introduce the Bepanthen® EMS by looking at the benefits of SensiControl Daily Moisturising Cream

JOB TO BE DONE

GET Dermatologists TO be aware of the Bepanthen® EMS products by introducing them to SensiControl Daily Moisturising Cream, which offers flare-free skin for up to 3 months, and also contains a prebiotic to support a healthy skin microbiome.

CURRENT BEHAVIOUR

This Dermatologist currently recommends competitor emollients, but the Bepanthen EMS offers more than an emollient, it offers a simple and effective solution to a complex condition

AWARENESS

This Dermatologist understands that the Bepanthen® EMS **offers an effective long-term emollient for patients suffering with atopic eczema** and is ready to learn more about the efficacy and QoL benefits the other products offer

DESIRED BEHAVIOUR



House of Evidence

"An Emollient Plus that provides long-lasting intensive moisturisation for eczema-prone skin and strengthens the skin barrier, restoring patients' confidence that their skin will remain flare free"

1.1 Keeps skin flare free

- | | |
|-------|--|
| 1.1.1 | Bepanthen® SensiControl Daily Moisturising Cream is clinically proven to keep skin flare free for up to 3 months |
| 1.1.2 | Bepanthen® SensiControl Daily Moisturising Cream is clinically proven to deliver immediate and long-lasting moisturisation |
| 1.1.3 | Bepanthen® SensiControl Daily Moisturising Cream offers at least 7 hours of continuous sleep for children and their families |

1.3 Highly rated

- | | |
|-------|---|
| 1.3.1 | Bepanthen® SensiControl Daily Moisturising Cream is highly rated by parents and adult users |
|-------|---|

1.2 Derma-Defense Formula

- | | |
|-------|--|
| 1.2.1 | Bepanthen® SensiControl Daily Moisturising Cream features a Derma-Defense Formula that addresses the specific needs of eczema-prone skin by acting across the 3 skin barriers |
| 1.2.2 | The Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula contains a prebiotic to support the skin microbiome |
| 1.2.3 | The Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula protects and strengthens the biochemical barrier with humectants, a vitamin complex (B5 and B3) and its physiological skin pH |
| 1.2.4 | The Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula strengthens the physical barrier with its unique Lipid Lamellar Technology™ featuring natural lipids |

1.4 Safe and convenient

- | | |
|-------|--|
| 1.4.1 | Bepanthen® SensiControl Daily Moisturising Cream is suitable for everyday use on non-lesional skin of the body and face, including the eyelids |
| 1.4.2 | Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula contains 90% ingredients from a natural origin and is safe to use on infants, children and adults |

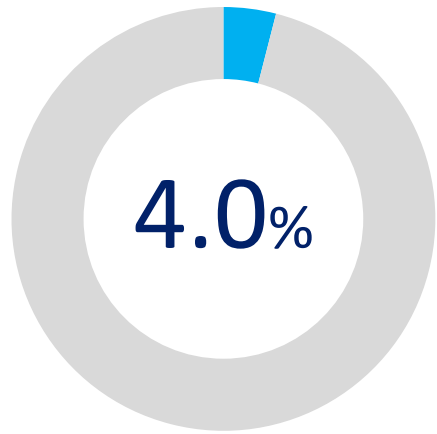


Bepanthen® SensiControl Daily Moisturising Cream is clinically proven to keep skin flare free for up to 3 months

Long-term management and control of atopic eczema is of key importance to both dermatologists and their patients.

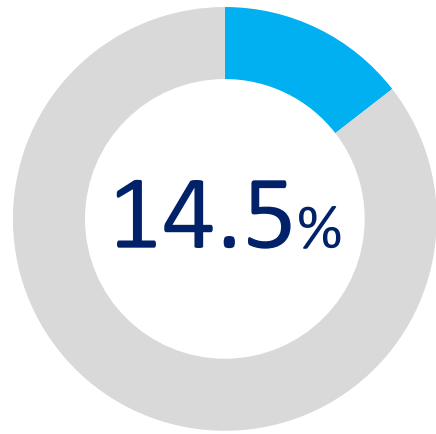
Bepanthen® SensiControl Daily Moisturising Cream is clinically proven to keep skin free from flares for up to 3 months.

96% of subjects who used Bepanthen SensiControl Daily Moisturising Cream maintained **flare-free skin for up to 3 months**



of responders experienced flares with **SensiControl Daily Moisturising Cream***

VS.



of responders experienced flares in the reference group*

*Two flares in the SensiControl Daily Moisturising Cream group vs eight for the reference product (p=0.097).

Reference: Stettler H et al. *J Dermatolog Treat* 2017;28:774–9.



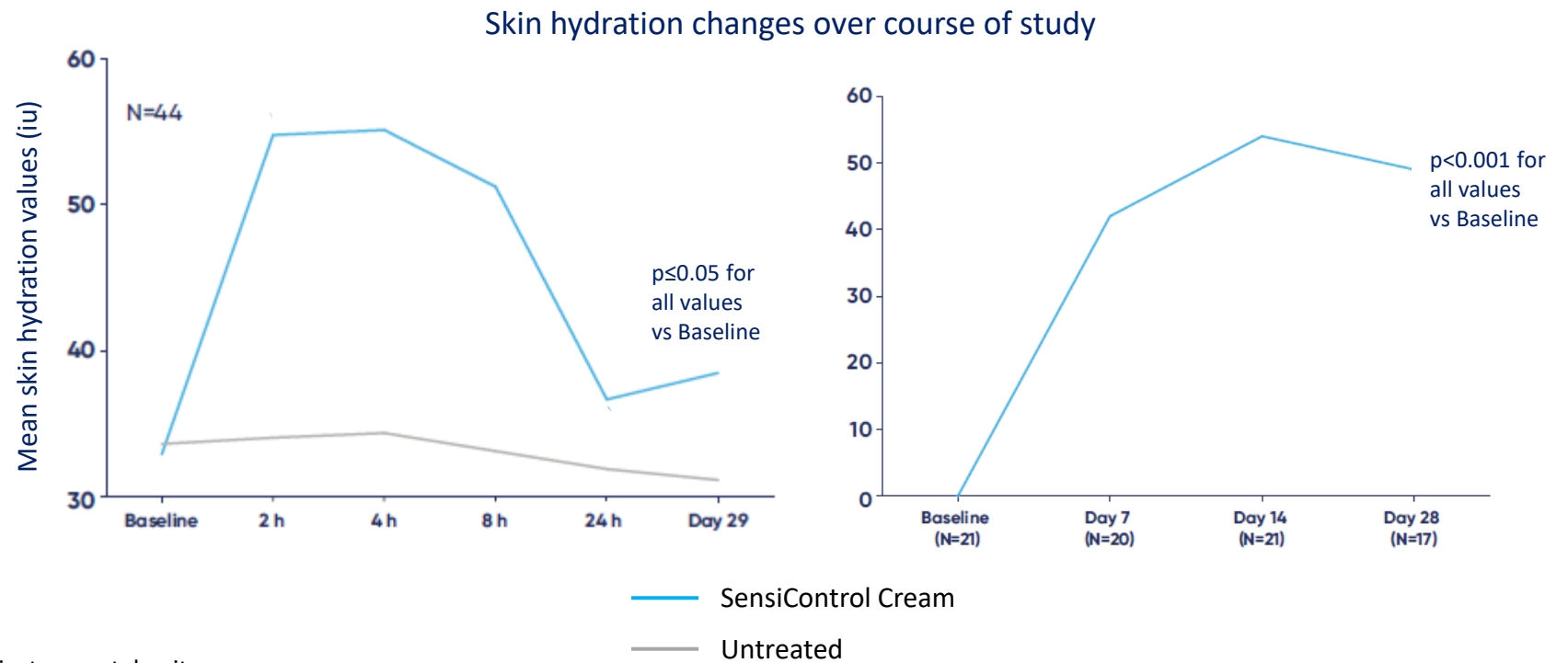
Bepanthen® SensiControl Daily Moisturising Cream is clinically proven to deliver immediate and long-lasting moisturisation

In atopic eczema there is a decrease in stratum corneum hydration.¹

Bepanthen® SensiControl Daily Moisturising Cream is clinically proven to provide immediate and long-lasting moisturisation to atopic eczema skin.²

Bepanthen® SensiControl significantly increased skin hydration in adults within 2 hours. Levels were maintained over 4 weeks²

Twice daily use of Bepanthen® SensiControl achieved maximum skin hydration in infants within 2 weeks of use²



iu, instrumental units.

References: 1. Edslev SM *et al. Acta Dermato Venereol* 2020;100:358–66. 2. Stettler H *et al. J Dermatolog Treat* 2017;28:251–7.





Bepanthen® SensiControl Daily Moisturising Cream offers at least 7 hours of continuous sleep for children and their families

Atopic eczema in children is associated with sleep disturbance, as itchy skin can keep a child awake or even wake them up.¹

Bepanthen® SensiControl Daily Moisturising Cream is clinically proven to offer at least 7 hours uninterrupted sleep, sustained for up to 3 months²

Use of Bepanthen® SensiControl Daily Moisturising Cream over 3 months improved pruritus, sleeplessness and measures of daily quality of life²



average maximum duration of continuous sleep



reduction in pruritus intensity*



reduction in number of subjects experiencing scratching[†]



Sleeplessness scores of <1.0, indicating little/no sleeplessness

*Mean score decreased from 1.3 at Baseline to 0.7 at study end.

[†]Proportion of evaluable subjects without scratching with Bepanthen® SensiControl Daily Moisturising Cream at Baseline, 52.1% to 72.7% at study end; Reference product: from 44.0% to 73.3%.

References: 1. Na CH *et al. Children* 2019;6:133. 2. Stettler H *et al. J Dermatolog Treat* 2017;28(8):774–9.



Bepanthen® SensiControl Daily Moisturising Cream features a Derma-Defense Formula that addresses the specific needs of eczema-prone skin by acting across 3 skin barriers



Contains an alpha-glucan oligosaccharide, a **prebiotic** (a nutrient for the beneficial micro-organisms living on our skin) to support the balance and diversity of the microbiome



Protects and strengthens the biochemical barrier with **humectants** and a **vitamin complex (B5 and B3)** and by **supporting the skin's physiological pH**



Strengthens the physical barrier with a special blend of lipids (**Lipid Lamellar Technology™**) and **natural lipids** (shea butter, sea buckthorn oil and limnanthes oil)

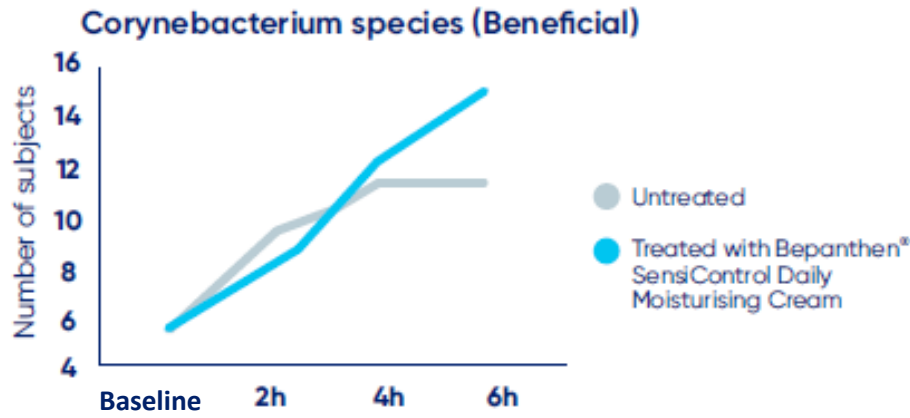
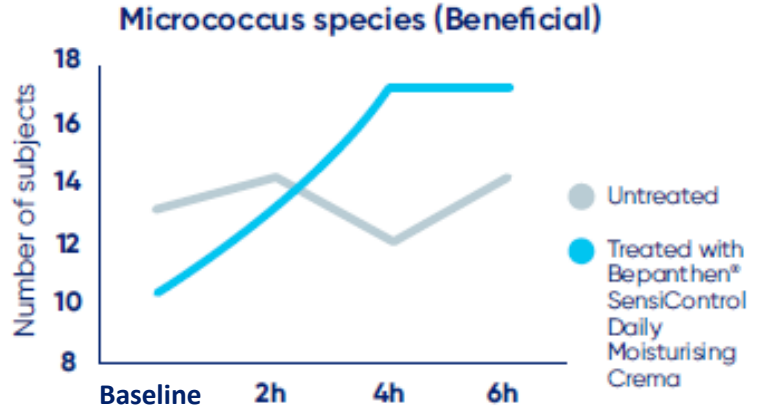


The Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula contains a prebiotic to support the skin microbiome

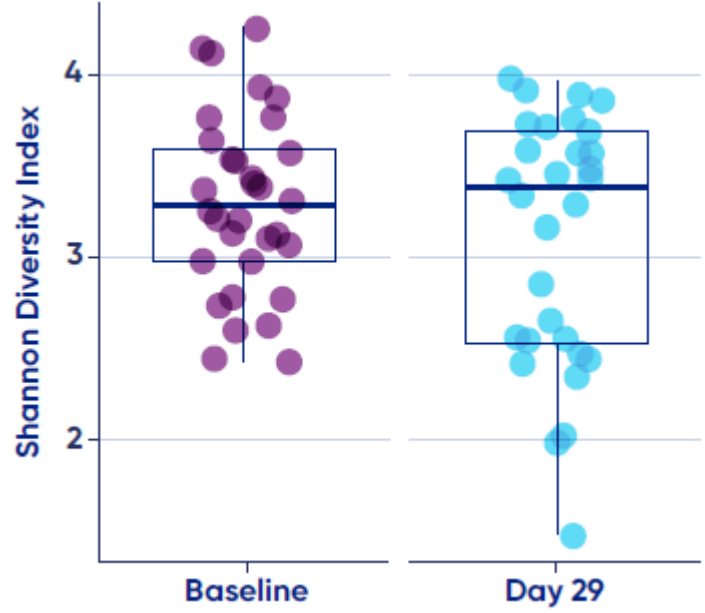
A diverse microbiome is key for skin health.¹ An unbalanced microbiome may increase the risk of atopic eczema, and play a role in disease progression and response to treatment.²

It has been suggested that emollients with ingredients that support the skin microbiome represent a new therapeutic or even preventive approach to atopic eczema.^{2,3}

Bepanthen® SensiControl Daily Moisturising Cream contains an alpha-glucan oligosaccharide prebiotic to support the skin microbiome.^{2,4}



Shannon Index at Baseline and after 4 weeks' use of Bepanthen® SensiControl Daily Gentle Body Wash (2–3 days per week) in combination with Bepanthen® SensiControl Daily Moisturising Cream (at least twice daily)⁵



References: 1. Byrd AL *et al.* *Rev Microbiol* 2018;16:143–55. 2. Branco TB and Guimaraes JP. *Skin Care H&PC Today* 2015;10:21–7. 3. Seite S and Bieber T. *Clin Cosmet Investig Dermatol* 2015;8:479–483. 4. Stettler H *et al.* *J Dermatolog Treat* 2017;28:173–80. 5. Bayer Consumer Care. IMPACT Number 21762. February 2022. Data on file.





The Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula protects and strengthens the biochemical barrier with humectants, a vitamin complex (B5 and B3) and its physiological skin pH

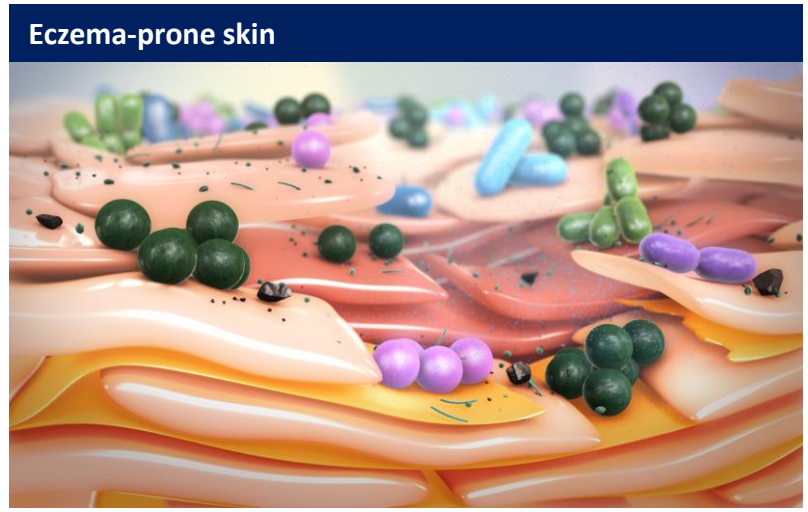
The Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula has several features to protect and strengthen the biochemical barrier:

- It contains humectants, such as glycerol and panthenol, to moisturise the skin
- It features a vitamin complex containing:
 - Vitamin B3 – to increase production of barrier lipids and improve barrier function
 - Pro-Vitamin B5 – to support the skin's own regeneration
- It supports a skin-friendly pH

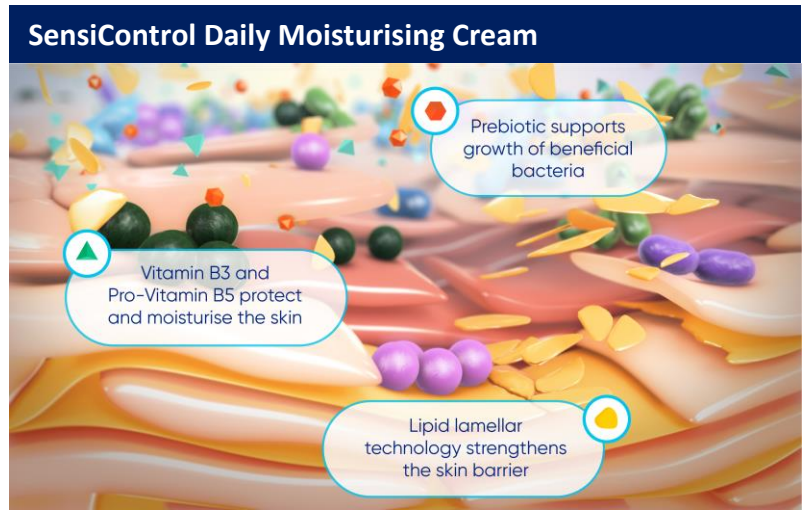




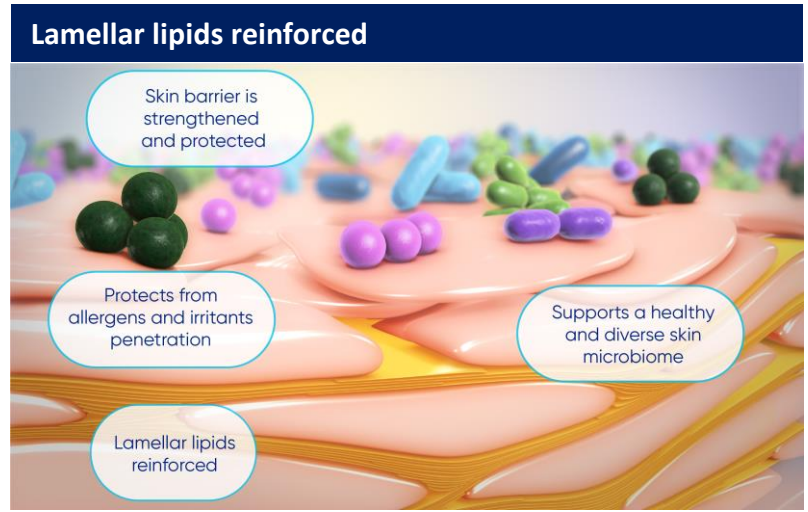
The Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula strengthens the physical barrier with its unique Lipid Lamellar Technology™ featuring natural lipids



In eczema-prone skin, lamellar lipids that are usually arranged in layers in a tight configuration are shorter and broken. This creates gaps that allow water to escape and allergens, irritants and pathogens to penetrate the skin



Lipid Lamellar Technology™ in Bepanthen® features natural lipids such as free fatty acids and ceramides. These are able to mimic the lamellar lipids and easily integrate into the lipid layers, filling in any gaps and arranging themselves in the right order to restore the skin barrier

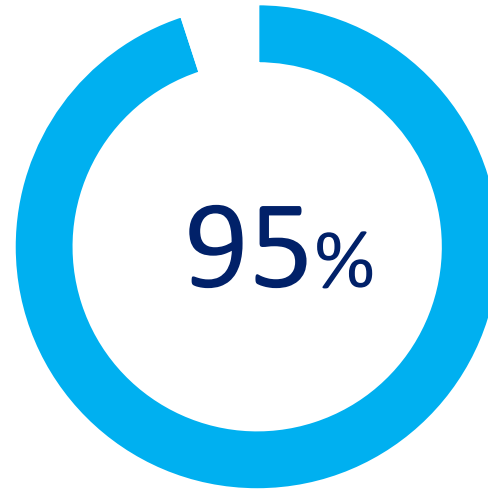




Bepanthen® SensiControl Daily Moisturising Cream is highly rated by parents and adult users



General appreciation by parents¹



General appreciation by users²



Bepanthen® SensiControl Daily Moisturising Cream is suitable for everyday use on non-lesional skin on the body and face, including the eyelids

Bepanthen® SensiControl Daily Moisturising Cream is an **Emollient Plus** that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier.¹

Bepanthen® SensiControl Daily Moisturising Cream has a greasy, non-sticky finish and is rapidly absorbed. It can be applied several times a day on non-lesional skin on the body and face, including the eyelids.



Emollient Plus refers to emollients with “active” ingredient(s) that exert(s) a beneficial biological effect to atopic skin that is different than simple moisturisation or a reduction in water evaporation. **SensiControl Moisturising Cream features panthenol, an ingredient with a large body of scientific evidence underpinning its multifunctional activities in atopic eczema skin.**^{2,3}





Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula contains 90% ingredients from a natural origin and is safe to use on infants, children and adults

Bepanthen® SensiControl Daily Moisturising Cream has been **clinically tested** under paediatric and dermatological control.

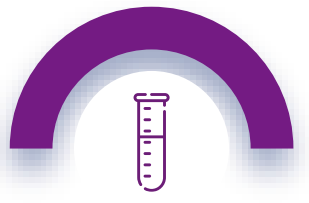
It is **safe to use on babies, children and adults**.^{1,2}

It is **free from preservatives, colourants and perfumes**, and contains **90% ingredients from a natural origin**.





Why consider Bepanthen® Eczema Management System?



SUPPORTS THE SKIN

Science-driven formulations that effectively tackle flares and reduce itch, support the skin's microbiome, keep skin flare free, and improve quality of life



PROVIDES HOLISTIC CARE

The Bepanthen® Eczema Management System includes treatment, moisturisation and cleansing, delivering a complete repertoire of products to help your patients manage their eczema



DEVELOPED BY EXPERTS

Produced by a company with over 75 years' expertise in skin healing

The Bepanthen® Eczema Management System offers a simple solution to a complex condition





Why should I change from the traditional moisturiser that I'm currently recommending?

Traditionally, moisturisers were composed of 3 main ingredients:¹

1. **Humectants** attract water from dermis and epidermis to the stratum corneum
2. **Occlusives** form a physical barrier over the stratum corneum to prevent TEWL
3. **Emollients** penetrate deeper into the stratum corneum, filling gaps between desquamating corneocytes to soften the skin

However, **Bepanthen® SensiControl Daily Moisturising Cream** contains additional 'bioactive' ingredients that exert biological effects to improve skin function, such as:

- **Unique Lipid Lamellar Technology™**, which helps strengthen the skin barrier by replacing broken or missing lamellar lipids
- **Physiological lipids**, which actively organise lipids into denser, more ordered formation
- **Pro-Vitamin B5**, a humectant that helps to restore the skin barrier by actively addressing the underlying disrupted cell renewal process
- **Niacinamide**, a soothing agent
- An alpha-glucan oligosaccharide **prebiotic** to support the balance and diversity of the microbiome

*Emollient Plus: A topical formulation with additional non-medicinal excipients and active ingredients to accompany the management of dry skin prone to atopic eczema.

Reference: Chandan N, *et al. J Cosmet Dermatol* 2021;20:2425–30.



Bepanthen® SensiControl Daily Moisturising Cream is clinically proven to keep skin free from flares for up to 3 months.



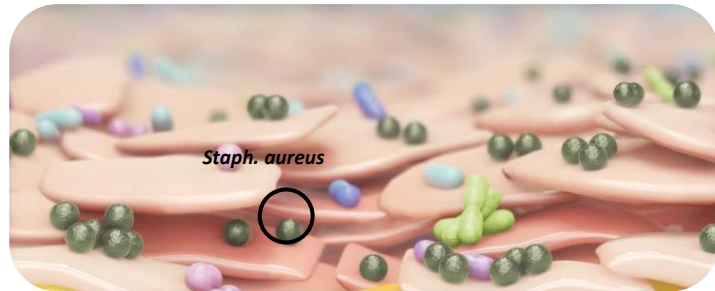
Its unique Derma-Defense Formula addresses the specific needs of eczema-prone skin by acting across the 3 skin barriers: physical, biochemical and microbiological

Bepanthen® SensiControl Moisturising Cream is an **Emollient Plus** that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier

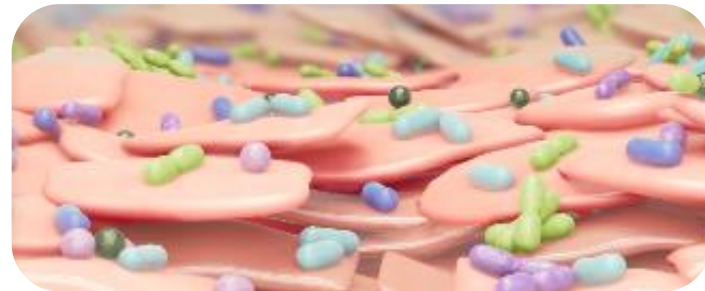


I'm not convinced by all this hype about the skin microbiome and atopic eczema

- The microbiome has been shown to play a key role in atopic dermatitis^{1,2}
- Severity of atopic eczema and low skin bacterial diversity are strongly associated²



Specifically, the proliferation of bad bacteria, notably *Staphylococcus aureus*, is associated with eczema flares³



Bepanthen® SensiControl contains a prebiotic that feeds the skin microbiome, helping it to rebalance and protecting against atopic eczema flares

References: 1. Byrd AL *et al.* *Nature Rev Microbiol* 2018;16:143–55. 2. Kong HH *et al.* *Genome Res* 2012;22:850–9. 3. Edslev SM *et al.* *Acta Derm Venereol* 2020;100:adv00164. 4. Stettler H *et al.* *J Dermatolog Treat* 2017;28:173–80. 5. Branco CT and Guimarães JP. *H&PC Today – Skin Care Supplement* 2015;10:21–7. 6. Seite S and Bieber T. *Clin Cosmet Investig Dermatol* 2015;8:479–83.



Bepanthen® SensiControl Daily Moisturising Cream contains a prebiotic demonstrated to support the skin's defensive beneficial skin bacteria.^{4,5}



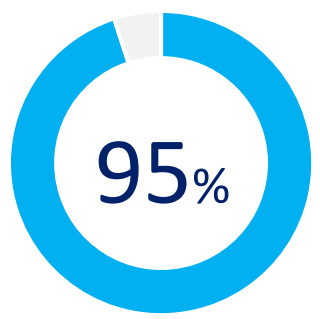
It has been suggested that emollients that include ingredients that support the skin microbiome represent a new therapeutic or even preventive approach to atopic eczema.^{5,6}

Bepanthen® SensiControl Moisturising Cream is an **Emollient Plus** that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier

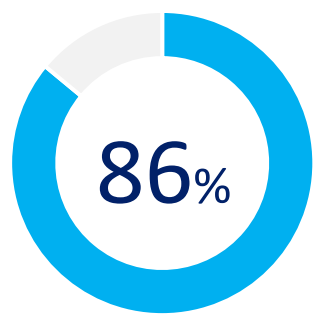


What is so good about the galenic formulation of Bepanthen® SensiControl Daily Moisturising Cream?

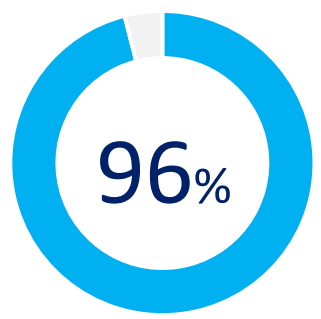
- In a visual and sensory test, Bepanthen® SensiControl Daily Moisturising Cream was found to be **easy to spread and left no soapy residue**
- After 5 minutes, it had mostly been absorbed, leaving **no stickiness or greasiness**
- In addition, Bepanthen® SensiControl Daily Moisturising Cream formulation scores **very high for customer satisfaction**
 - After 28 days of twice-daily use, users scored the following (n=21):



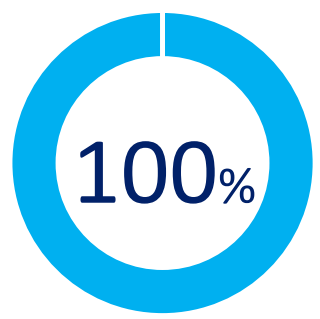
General appreciation



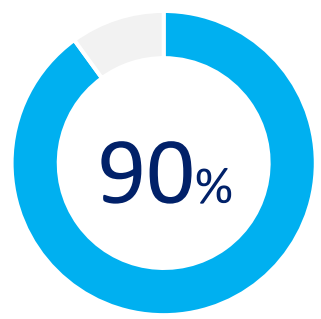
Fragrance



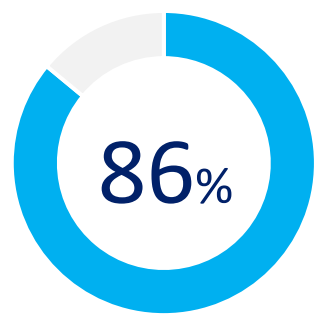
Texture



Spreads easily



Absorbs easily



Non-greasy, non-sticky finish

Positive response (%)



Reference: Bayer Consumer Care. IMPACT Number 17649. August 2014. Data on file.



How does Bepanthen SensiControl Daily Moisturising Cream compare to its competitors?



VS.





Bepanthen® SensiControl Daily Moisturising Cream vs A-Derma

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND EXOMEGA CONTROL

KEY BENEFITS
Bepanthen® SensiControl Moisturising Cream is an Emollient Plus that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier



FORMULA
Features a unique Derma-Defense Formula including a prebiotic that acts across the 3 skin barriers: physical, biochemical and microbiological



FREE FROM
Fragrance, preservatives and colourants



	PROTECTS THE SKIN BARRIER	STRENGTHENS THE SKIN BARRIER	SUPPORTS SKIN REGENERATION	LONG-LASTING MOISTURISATION	LONG-TERM MOISTURISATION	SUPPORTS THE SKIN MICROBIOME	KEEPS SKIN FLARE FREE	EFFECT ON SLEEP DURATION	USE IN INFANTS, CHILDREN AND ADULTS
Exomega Control Emollient Cream	✓	✓	✗	✗	✗	✓	✗	✗	✓
Exomega Control Sterile Cosmetic Balm	✓	✓	✗	✗	✗	✓	✗	✗	✓
SensiControl	✓	✓	✓	✓	✓	✓	✓	✓	✓
	UNIQUE INGREDIENT	PRE/POSTBIOTIC	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3			
Exomega Control Emollient Cream	✓	✓	✓	✓	✗	✓			
Exomega Control Sterile Cosmetic Balm	✓	✓	✓	✓	✗	✓			
SensiControl	✓	✓	✓	✓	✓	✓			
	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE						
Exomega Control Emollient Cream	✓	✗	✓						
Exomega Control Sterile Cosmetic Balm	✓	✓	✓						
SensiControl	✓	✓	✓						

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light Blue Superior claim for SensiControl
- Dark Blue POD for SensiControl



Bepanthen® SensiControl Daily Moisturising Cream vs Bioderma

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND ATODERM

KEY BENEFITS
Bepanthen® SensiControl Moisturising Cream is an Emollient Plus that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier



	PROTECTS THE SKIN BARRIER	STRENGTHENS THE SKIN BARRIER	SUPPORTS SKIN REGENERATION	LONG-LASTING MOISTURISATION	LONG-TERM MOISTURISATION	SUPPORTS THE SKIN MICROBIOME	KEEPS SKIN FLARE FREE	EFFECT ON SLEEP DURATION	USE IN INFANTS, CHILDREN AND ADULTS
Atoderm Cream Ultra	✗	✓	✗	✓	✗	✓	✗	✗	✗
Atoderm Intensive Cream	✗	✓	✗	✗	✗	✓	✓	✗	✓
SensiControl	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA
Features a unique Derma-Defense Formula including a prebiotic that acts across the 3 skin barriers: physical, biochemical and microbiological



	UNIQUE INGREDIENT	PRE/POSTBIOTIC	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Atoderm Cream Ultra	✓	✓	✓	✓	✗	✓
Atoderm Intensive Cream	✓	✓	✓	✓	✗	✓
SensiControl	✓	✓	✓	✓	✓	✓

FREE FROM
Fragrance, preservatives and colourants



	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
Atoderm Cream Ultra	✓	✗	✗
Atoderm Intensive Cream	✓	✗	✗
SensiControl	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light Blue Superior claim for SensiControl
- Dark Blue POD for SensiControl



Bepanthen® SensiControl Daily Moisturising Cream vs Aveeno

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND DERMEXA

KEY BENEFITS
Bepanthen® SensiControl Moisturising Cream is an Emollient Plus that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier



	PROTECTS THE SKIN BARRIER	STRENGTHENS THE SKIN BARRIER	SUPPORTS SKIN REGENERATION	LONG-LASTING MOISTURISATION	LONG-TERM MOISTURISATION	SUPPORTS THE SKIN MICROBIOME	KEEPS SKIN FLARE FREE	EFFECT ON SLEEP DURATION	USE IN INFANTS, CHILDREN AND ADULTS
Dermexa Fast & Long-lasting Balm	✗	✓	✗	✓	✗	✓	✗	✗	✗
Dermexa Daily Emollient Cream	✗	✗	✗	✗	✗	✓	✗	✗	✓
SensiControl	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA
Features a unique Derma-Defense Formula including a prebiotic that acts across the 3 skin barriers: physical, biochemical and microbiological



	UNIQUE INGREDIENT	PRE/POSTBIOTIC	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Dermexa Fast & Long-lasting Balm	✓	✓	✓	✓	✗	✗
Dermexa Daily Emollient Cream	✓	✓	✓	✓	✗	✗
SensiControl	✓	✓	✓	✓	✓	✓

FREE FROM
Fragrance, preservatives and colourants



	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
Dermexa Fast & Long-lasting Balm	✓	✗	✓
Dermexa Daily Emollient Cream	✓	✗	✗
SensiControl	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light Blue Superior claim for SensiControl
- Dark Blue POD for SensiControl



Bepanthen® SensiControl Daily Moisturising Cream vs Avène

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND XERACALM AD

KEY BENEFITS
Bepanthen® SensiControl Moisturising Cream is an Emollient Plus that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier



FORMULA
Features a unique Derma-Defense Formula including a prebiotic that acts across the 3 skin barriers: physical, biochemical and microbiological



FREE FROM
Fragrance, preservatives and colourants



	PROTECTS THE SKIN BARRIER	STRENGTHENS THE SKIN BARRIER	SUPPORTS SKIN REGENERATION	LONG-LASTING MOISTURISATION	LONG-TERM MOISTURISATION	SUPPORTS THE SKIN MICROBIOME	KEEPS SKIN FLARE FREE	EFFECT ON SLEEP DURATION	USE IN INFANTS, CHILDREN AND ADULTS
XeraCalm AD Replenishing Cream	✗	✓	✗	✗	✗	✓	✗	✓	✓
XeraCalm AD Replenishing Balm	✗	✓	✗	✗	✗	✓	✗	✓	✓
SensiControl	✓	✓	✓	✓	✓	✓	✓	✓	✓

	UNIQUE INGREDIENT	PRE/POSTBIOTIC	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
XeraCalm AD Replenishing Cream	✓	✓	✓	✓	✗	✗
XeraCalm AD Replenishing Balm	✓	✓	✓	✓	✗	✗
SensiControl	✓	✓	✓	✓	✓	✓

	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
XeraCalm AD Replenishing Cream	✓	✓	✗
XeraCalm AD Replenishing Balm	✓	✓	✗
SensiControl	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light Blue Superior claim for SensiControl
- Dark Blue POD for SensiControl



Bepanthen® SensiControl Daily Moisturising Cream vs Cetaphil

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND RESTORADERM

KEY BENEFITS
Bepanthen® SensiControl Moisturising Cream is an Emollient Plus that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier



	PROTECTS THE SKIN BARRIER	STRENGTHENS THE SKIN BARRIER	SUPPORTS SKIN REGENERATION	LONG-LASTING MOISTURISATION	LONG-TERM MOISTURISATION	SUPPORTS THE SKIN MICROBIOME	KEEPS SKIN FLARE FREE	EFFECT ON SLEEP DURATION	USE IN INFANTS, CHILDREN AND ADULTS
Eczema Restoraderm Soothing Moisturiser	✗	✓	✗	✓	✗	✓	✓	✗	✓
SensiControl	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA
Features a unique Derma-Defense Formula including a prebiotic that acts across the 3 skin barriers: physical, biochemical and microbiological



	UNIQUE INGREDIENT	PRE/POSTBIOTIC	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Eczema Restoraderm Soothing Moisturiser	✓	✓	✓	✓	✓	✓
SensiControl	✓	✓	✓	✓	✓	✓

FREE FROM
Fragrance, preservatives and colourants



	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
Eczema Restoraderm Soothing Moisturiser	✓	✓	✗
SensiControl	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light Blue Superior claim for SensiControl
- Dark Blue POD for SensiControl



Bepanthen® SensiControl Daily Moisturising Cream vs Ducray

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND DEXYANE

KEY BENEFITS
Bepanthen® SensiControl Moisturising Cream is an Emollient Plus that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier



	PROTECTS THE SKIN BARRIER	STRENGTHENS THE SKIN BARRIER	SUPPORTS SKIN REGENERATION	LONG-LASTING MOISTURISATION	LONG-TERM MOISTURISATION	SUPPORTS THE SKIN MICROBIOME	KEEPS SKIN FLARE FREE	EFFECT ON SLEEP DURATION	USE IN INFANTS, CHILDREN AND ADULTS
Anti-Scratching Emollient Cream	✗	✓	✗	✗	✗	✗	✓	✗	✓
Anti-Scratching Emollient Balm	✗	✗	✗	✗	✓	✗	✓	✓	✓
SensiControl	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA
Features a unique Derma-Defense Formula including a prebiotic that acts across the 3 skin barriers: physical, biochemical and microbiological



	UNIQUE INGREDIENT	PRE/POSTBIOTIC	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Anti-Scratching Emollient Cream	✓	✗	✓	✓	✗	✗
Anti-Scratching Emollient Balm	✓	✗	✓	✓	✗	✗
SensiControl	✓	✓	✓	✓	✓	✓

FREE FROM
Fragrance, preservatives and colourants



	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
Anti-Scratching Emollient Cream	✓	✓	✗
Anti-Scratching Emollient Balm	✓	✓	✗
SensiControl	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light Blue Superior claim for SensiControl
- Dark Blue POD for SensiControl



Bepanthen® SensiControl Daily Moisturising Cream vs Ducray

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND DEXERYL

KEY BENEFITS
Bepanthen® SensiControl Moisturising Cream is an Emollient Plus that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier



	PROTECTS THE SKIN BARRIER	STRENGTHENS THE SKIN BARRIER	SUPPORTS SKIN REGENERATION	LONG-LASTING MOISTURISATION	LONG-TERM MOISTURISATION	SUPPORTS THE SKIN MICROBIOME	KEEPS SKIN FLARE FREE	EFFECT ON SLEEP DURATION	USE IN INFANTS, CHILDREN AND ADULTS
Dexeryl Emollient Cream	✗	✓	✗	✓	✗	✗	✗	✗	✓
SensiControl	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA
Features a unique Derma-Defense Formula including a prebiotic that acts across the 3 skin barriers: physical, biochemical and microbiological



	UNIQUE INGREDIENT	PRE/POSTBIOTIC	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Dexeryl Emollient Cream	✗	✗	✓	✓	✓	✓
SensiControl	✓	✓	✓	✓	✓	✓

FREE FROM
Fragrance, preservatives and colourants



	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
Dexeryl Emollient Cream	✓	✓	✗
SensiControl	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light Blue Superior claim for SensiControl
- Dark Blue POD for SensiControl



Bepanthen® SensiControl Daily Moisturising Cream vs Eucerin

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND ATOPICONTROL

KEY BENEFITS
Bepanthen® SensiControl Moisturising Cream is an Emollient Plus that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier



FORMULA
Features a unique Derma-Defense Formula including a prebiotic that acts across the 3 skin barriers: physical, biochemical and microbiological



FREE FROM
Fragrance, preservatives and colourants



	PROTECTS THE SKIN BARRIER	STRENGTHENS THE SKIN BARRIER	SUPPORTS SKIN REGENERATION	LONG-LASTING MOISTURISATION	LONG-TERM MOISTURISATION	SUPPORTS THE SKIN MICROBIOME	KEEPS SKIN FLARE FREE	EFFECT ON SLEEP DURATION	USE IN INFANTS, CHILDREN AND ADULTS
AtopiControl Lotion	✗	✓	✗	✗	✗	✗	✓	✓	✓
AtopiControl Balm	✗	✓	✗	✗	✗	✗	✗	✓	✓
SensiControl	✓	✓	✓	✓	✓	✓	✓	✓	✓

	UNIQUE INGREDIENT	PRE/POSTBIOTIC	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
AtopiControl Lotion	✗	✗	✓	✓	✗	✗
AtopiControl Balm	✗	✗	✓	✓	✗	✗
SensiControl	✓	✓	✓	✓	✓	✓

	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
AtopiControl Lotion	✓	✗	✗
AtopiControl Balm	✓	✗	✗
SensiControl	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light Blue Superior claim for SensiControl
- Dark Blue POD for SensiControl



Bepanthen® SensiControl Daily Moisturising Cream vs La Roche-Posay

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND LIPIKAR

KEY BENEFITS
Bepanthen® SensiControl Moisturising Cream is an Emollient Plus that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier



FORMULA
Features a unique Derma-Defense Formula including a prebiotic that acts across the 3 skin barriers: physical, biochemical and microbiological



FREE FROM
Fragrance, preservatives and colourants



	PROTECTS THE SKIN BARRIER	STRENGTHENS THE SKIN BARRIER	SUPPORTS SKIN REGENERATION	LONG-LASTING MOISTURISATION	LONG-TERM MOISTURISATION	SUPPORTS THE SKIN MICROBIOME	KEEPS SKIN FLARE FREE	EFFECT ON SLEEP DURATION	USE IN INFANTS, CHILDREN AND ADULTS
Lipikar Moisturising Balm AP+M	✗	✓	✗	✓	✗	✓	✓	✓	✓
SensiControl	✓	✓	✓	✓	✓	✓	✓	✓	✓

	UNIQUE INGREDIENT	PRE/POSTBIOTIC	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Lipikar Moisturising Balm AP+M	✓	✓	✓	✓	✗	✓
SensiControl	✓	✓	✓	✓	✓	✓

	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
Lipikar Moisturising Balm AP+M	✓	✗	✗
SensiControl	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light Blue Superior claim for SensiControl
- Dark Blue POD for SensiControl



Bepanthen® SensiControl Daily Moisturising Cream vs Linola

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND LINOLA

KEY BENEFITS

Bepanthen® SensiControl Moisturising Cream is an Emollient Plus that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier



	PROTECTS THE SKIN BARRIER	STRENGTHENS THE SKIN BARRIER	SUPPORTS SKIN REGENERATION	LONG-LASTING MOISTURISATION	LONG-TERM MOISTURISATION	SUPPORTS THE SKIN MICROBIOME	KEEPS SKIN FLARE FREE	EFFECT ON SLEEP DURATION	USE IN INFANTS, CHILDREN AND ADULTS
Linola Plus Lotion	×	×	✓	×	×	×	×	×	✓
SensiControl	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA

Features a unique Derma-Defense Formula including a prebiotic that acts across the 3 skin barriers: physical, biochemical and microbiological



	UNIQUE INGREDIENT	PRE/POSTBIOTIC	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Linola Plus Lotion	×	×	×	✓	×	×
SensiControl	✓	✓	✓	✓	✓	✓

FREE FROM

Fragrance, preservatives and colourants



	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
Linola Plus Lotion	✓	×	×
SensiControl	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ×
- Light blue box: Superior claim for SensiControl
- Dark blue box: POD for SensiControl



Bepanthen® SensiControl Daily Moisturising Cream vs Mustela

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND STELATOPIA+

KEY BENEFITS
 Bepanthen® SensiControl Moisturising Cream is an Emollient Plus that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier



	PROTECTS THE SKIN BARRIER	STRENGTHENS THE SKIN BARRIER	SUPPORTS SKIN REGENERATION	LONG-LASTING MOISTURISATION	LONG-TERM MOISTURISATION	SUPPORTS THE SKIN MICROBIOME	KEEPS SKIN FLARE FREE	EFFECT ON SLEEP DURATION	USE IN INFANTS, CHILDREN AND ADULTS
Stelatopia+ Lipid-Replenishing Cream Anti-itching	✗	✓	✗	✓	✗	✓	✓	✓	✓
SensiControl	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA
 Features a unique Derma-Defense Formula including a prebiotic that acts across the 3 skin barriers: physical, biochemical and microbiological



	UNIQUE INGREDIENT	PRE/POSTBIOTIC	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Stelatopia+ Lipid-Replenishing Cream Anti-itching	✗	✓	✓	✓	✗	✗
SensiControl	✓	✓	✓	✓	✓	✓

FREE FROM
 Fragrance, preservatives and colourants



	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
Stelatopia+ Lipid-Replenishing Cream Anti-itching	✓	✗	✗
SensiControl	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light Blue Superior claim for SensiControl
- Dark Blue POD for SensiControl

Bepanthen® SensiControl Daily Moisturising Cream key benefits between flares



A daily moisturiser for proactive control of eczema-prone skin	Keeps skin flare-free for up to 3 months	Clinically proven to improve quality of life offering at least 7 hours of continuous sleep for children and their families		Anti-scratch	Long-lasting (24 h) moisturisation
With a prebiotic to support skin's defensive microbiota/microbiome/microflora	Deep intensive moisturisation/long-term moisturisation (over 4 weeks)	Contains 90% ingredients from natural origin	Skin-friendly pH	Rapidly absorbs	Non-greasy, non-sticky finish

Contains a unique Derma-Defense Formula that protects the skin barrier in four ways to help keep skin free from flares for 3 months

- Prebiotic – support a healthy microbiome
- Natural oils, vitamin B3 and Pro-Vitamin B5 support the skin's natural barrier and protect skin from drying out, for lasting protection
- Lamellar Lipid Technology to further strengthen the skin barrier from within
- Moisturisers for long-lasting moisturisation



5.2 Consideration Stage



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Moving Dermatologists up the adoption pathway



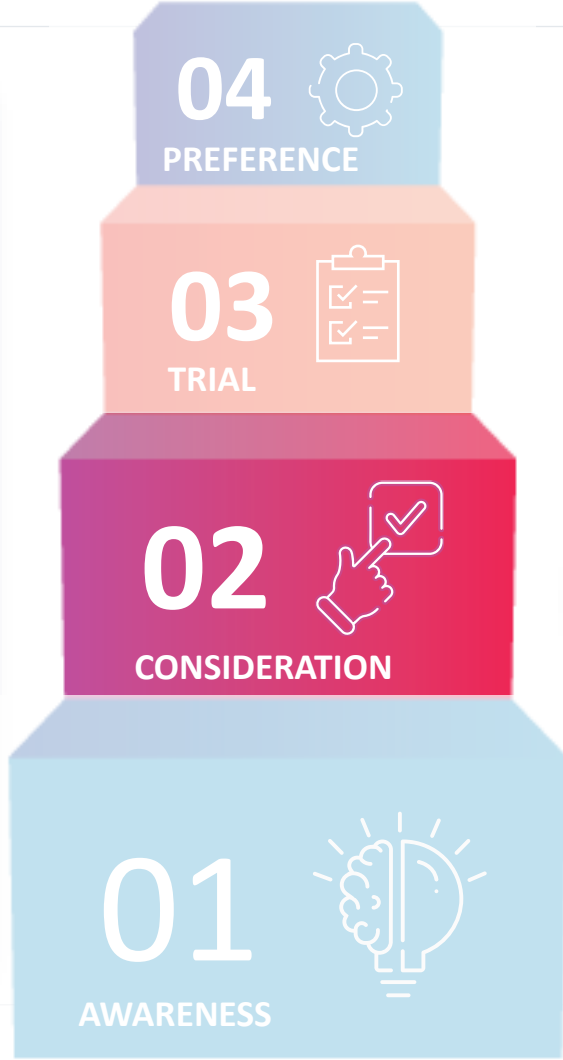
At this detailing stage, we assume that Dermatologists know about Bepanthen® SensiControl Daily Moisturising Cream, and have heard of the EMS but are not recommending it yet to their patients with atopic eczema



To build on the previous stage, and because many patients will visit a Dermatologist when they are having a flare, we are going to focus on SensiCalm Itch Relief Cream. This will also emphasise that this is a holistic range of products that offers a solution at every stage of the disease



In this consideration stage, we will focus the detailing on the evidence and data that supports the efficacy of the Bepanthen® SensiCalm Itch Relief Cream



Moving Dermatologists up the adoption pathway

DERMATOLOGIST THINKS

MEDICAL REP SAYS

Target: Aware	I already have certain products that I recommend to my patients with atopic eczema. What makes your new range different?	Bepanthen® EMS is a holistic range that provides science-driven solutions for your patients with mild-to-moderate atopic eczema and atopic-prone skin. For example, SensiControl Daily Moisturising Cream is a daily emollient that is clinically proven to keep skin flare-free for up to 3 months. It also contains a prebiotic to support a healthy skin microbiome. This is just one product in our Bepanthen EMS – a complete repertoire to help your patients manage their atopic eczema.	Message to drive Aware
Now: Aware Target: Consider	I already have solutions to tackle my patient’s flares. What else can you offer that can work alongside these solutions and will further relieve my patients from the symptoms of flares so that they can carry on with their normal lives?	The Bepanthen® EMS includes SensiCalm Itch Relief Cream, our steroid-sparing cream that can be used as a standalone treatment or to complement your preferred treatment option, and effectively relieves itch, helps the skin barrier regenerate, and tackles flares.	Message to drive Consider
Now: Consider Target: Trial	I am recommending the itch relief cream and the daily moisturiser for many of my atopic eczema patients. What else can the range offer?	As well as treatment and moisturisation, the range includes SensiControl Gentle Daily Body Wash, a new formula with mild cleansing agents developed specifically for atopic eczema-prone skin. It maintains the natural skin barrier, provides hydration starting in the shower and supports a healthy skin microbiome.	Message to drive Trial
Now: Trial Target: Preference	Compliance is an issue for atopic eczema patients. How can your range improve this and ensure long-term control?	I understand that atopic eczema is a complex condition, but patients want a simple solution. The Bepanthen® EMS provides a trio of complementary products that are non-greasy and easy to apply, and cover everything your patients need to proactively manage their atopic eczema – from a cortisone-free flare treatment to a long-term emollient, and a gentle wash for everyday use.	Message to drive Preference



Detailing the Consideration stage



JOB TO BE DONE



INSIGHT & BENEFIT



REASONS TO BELIEVE



CALL TO ACTION



OBJECTION HANDLING



What is our objective when communicating with Dermatologists in this stage?

Job to be Done

COMMUNICATION OBJECTIVE

Promote consideration of the Bepanthen® EMS by looking at the benefits of SensiCalm Itch Relief Cream

JOB TO BE DONE

GET Dermatologists who are currently recommending or prescribing other atopic eczema products TO consider the Bepanthen® EMS BY reinforcing the key messages and presenting the key benefits and clinical evidence for SensiCalm Itch Relief Cream, our steroid-sparing cream that effectively relieves itch, helps the skin barrier regenerate, and tackles flares

CURRENT BEHAVIOUR

This Dermatologist is currently recommending or prescribing other competitor products, possibly topical corticosteroids for their atopic eczema patients experiencing a flare

CONSIDER

This Dermatologist will consider SensiCalm Itch Relief Cream for their patient with mild-to-moderate atopic eczema, as a standalone treatment or to complement their preferred treatment option, and SensiControl Cream for the long-term management of atopic eczema

DESIRED BEHAVIOUR



House of Evidence

"A cortisone-free formulation that repairs the skin and relieves symptoms during a flare, enabling patients to carry on with their normal lives"

1.1 Unique formulation

- | | |
|-------|---|
| 1.1.1 | Bepanthen® SensiCalm Itch Relief Cream has a unique cortisone-free formulation that relieves the symptoms of a mild-to-moderate atopic eczema flare by repairing the damaged skin barrier |
| 1.1.2 | Bepanthen® SensiCalm Itch Relief Cream features Lipid Lamellar Technology™, a special blend of skin-like lipids that can integrate and bind to lipids in damaged skin, restoring the skin barrier |
| 1.1.3 | Bepanthen® SensiCalm Itch Relief Cream provides four different humectants, including panthenol, to increase skin hydration and strengthen the skin barrier, return moisture to the stratum corneum and nourish the skin |
| 1.1.4 | Bepanthen® SensiCalm Itch Relief Cream provides moisturising ingredients and natural caring lipids |

1.3 Recommended by experts

- | | |
|-------|---|
| 1.3.1 | Dermatologists and paediatricians reported high levels of satisfaction with Bepanthen® SensiCalm Itch Relief Cream in cases of mild-to-moderate atopic eczema |
|-------|---|

1.2 Clinically proven

- | | |
|-------|--|
| 1.2.1 | Bepanthen® SensiCalm Itch Relief Cream increases skin moisturisation and repairs the skin barrier |
| 1.2.2 | Bepanthen® SensiCalm Itch Relief Cream has been shown to be as effective as 1% hydrocortisone at treating mild atopic eczema |
| 1.2.3 | Bepanthen® SensiCalm Itch Relief Cream restores the skin barrier and provides itch relief to improve quality of life |

1.4 Safe and convenient

- | | |
|-------|---|
| 1.4.1 | Bepanthen® SensiCalm Itch Relief Cream can be applied as needed on the body and face, including the eyelids |
| 1.4.2 | Bepanthen® SensiCalm Itch Relief Cream is safe to use in infants, children and adults |
| 1.4.3 | Bepanthen® SensiCalm Itch Relief Cream can be used during pregnancy and lactation |



RTB1 Unique formulation

Bepanthen® SensiCalm Itch Relief Cream has a unique cortisone-free formulation that relieves the symptoms of a mild-to-moderate atopic eczema flare by repairing the damaged skin barrier



Repairs the skin in 3 ways

Uses **Lipid Lamellar Technology™** to integrate and bind to lipids in damaged skin, restoring the skin barrier¹

Delivers **3.5% panthenol** to increase hydration and strengthen the skin barrier^{1,2}

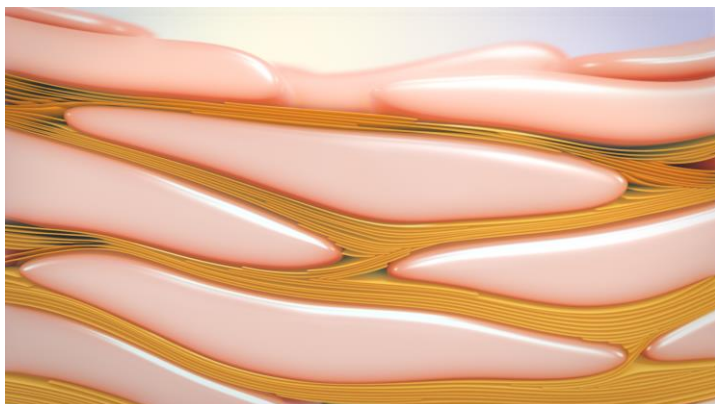
Provides **physiological humectants** and natural caring lipids to moisturise the skin¹

1.1.1



RTB1 Unique formulation

Bepanthen® SensiCalm Itch Relief Cream features Lipid Lamellar Technology™, a special blend of skin-like lipids that can integrate and bind to lipids in damaged skin, restoring the skin barrier



In healthy skin, lamellar lipids are layered in a tight configuration, preventing moisture from escaping.^{1,2}



During a flare, the skin's lamellar lipids are shorter and broken, leaving gaps that allow water to escape and allergens, irritants and pathogens to penetrate.^{1,2}



Lipid Lamellar Technology™ features lipids such as free fatty acids and ceramides. These integrate and bind to lipids in damaged skin, filling in gaps and arranging themselves in the right order to restore the skin barrier.³

Rebuilding and reorganising the skin barrier prevents water loss and the penetration of allergens, irritants and pathogens, providing relief from itching and reducing the urge to scratch

1.1.2

References: 1. van Smeden J *et al.* *Biochim Biophys Acta* 2014;1841:295–313. 2. Danby SG and Cork MJ. *J Clin Dermatol* 2010;1:33–46. 3. Stettler H *et al.* *KOM Dermatol News* 2016;11:1–11.



RTB1 Unique formulation

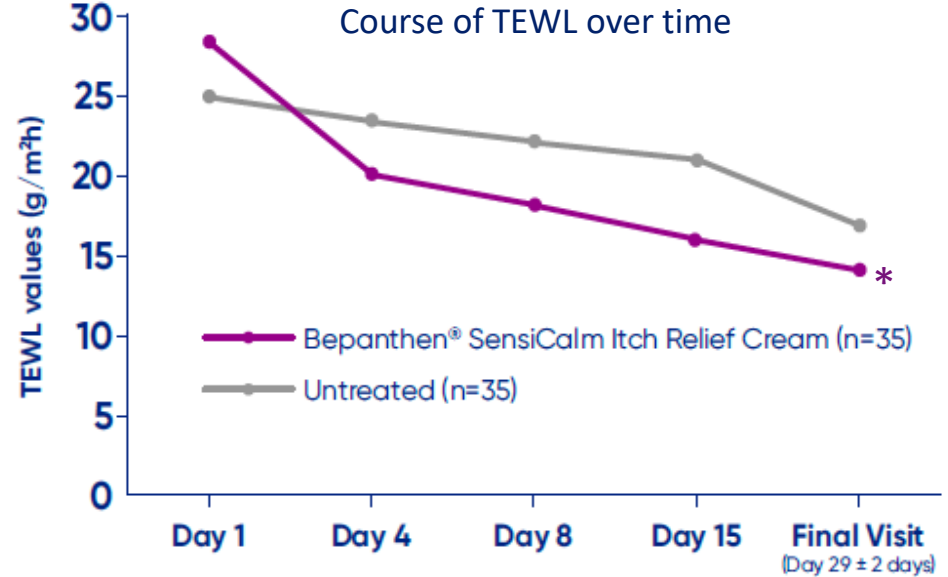
Bepanthen® SensiCalm Itch Relief Cream provides four different humectants, including panthenol, to increase skin hydration and strengthen the skin barrier, return moisture to the stratum corneum and nourish the skin

During a flare, the skin barrier is damaged and the skin becomes dehydrated.

Bepanthen® SensiCalm contains 4 different humectants:

- **Panthenol (Pro-Vitamin B5)** – moisturises the skin barrier and provides optimal conditions for the natural regeneration process of the skin¹
- **Glycerin** – supports water retention and long-lasting hydration²
- **Pentylene glycol** – a moisture-binding agent³
- **Sodium PCA** – a natural moisturising factor (NMF)

Bepanthen® SensiCalm treatment caused a decrease in TEWL, indicating skin barrier restoration⁴



-48.7%
reduction in
TEWL

*Significant.

PCA, pyrrolidone carboxylic acid; TEWL, transepidermal water loss.

References: 1. Proksch E et al. *J Dermatolog Treat* 2017;28:766–73. 2. Fluhr JW et al. *Br J Dermatol* 2008;159:22–34. 3. Pentylene Glycol. *The Dermatology Review*. Available at: <https://www.thederreview.com/pentylene-glycol/> (accessed August 2022). 4. Bayer Consumer Care. IMPACT Number 16960. June 2014. Data on file.



RTB1 Unique formulation

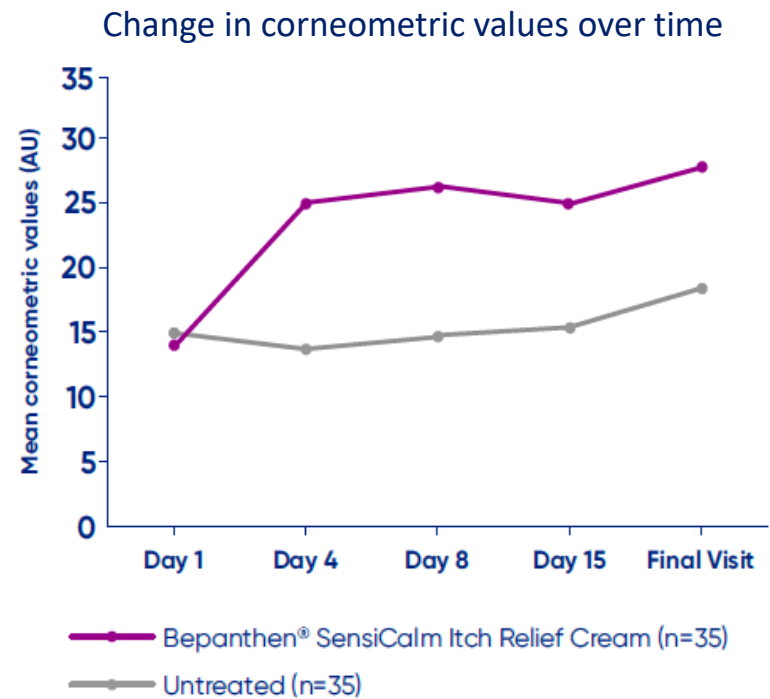
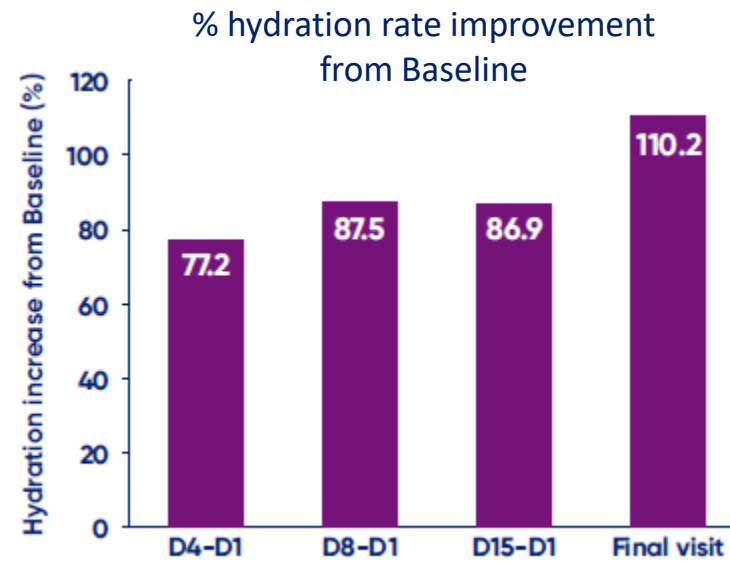
Bepanthen® SensiCalm Itch Relief Cream provides moisturising ingredients and natural caring lipids

During a flare, the skin barrier is damaged, and the skin becomes dehydrated.

The lipid layers break and lose structural arrangement, allowing water to escape, which further dehydrates the skin.

Bepanthen® SensiCalm contains moisturising ingredients and natural caring lipids that return moisture to the stratum corneum and nourish the skin.

Bepanthen® SensiCalm treatment improved skin hydration immediately, increasing it to 110% by 28 days¹



1.1.4

AU, arbitrary unit.

Reference: 1. Bayer Consumer Care. IMPACT Number 16960. June 2014. Data on file.

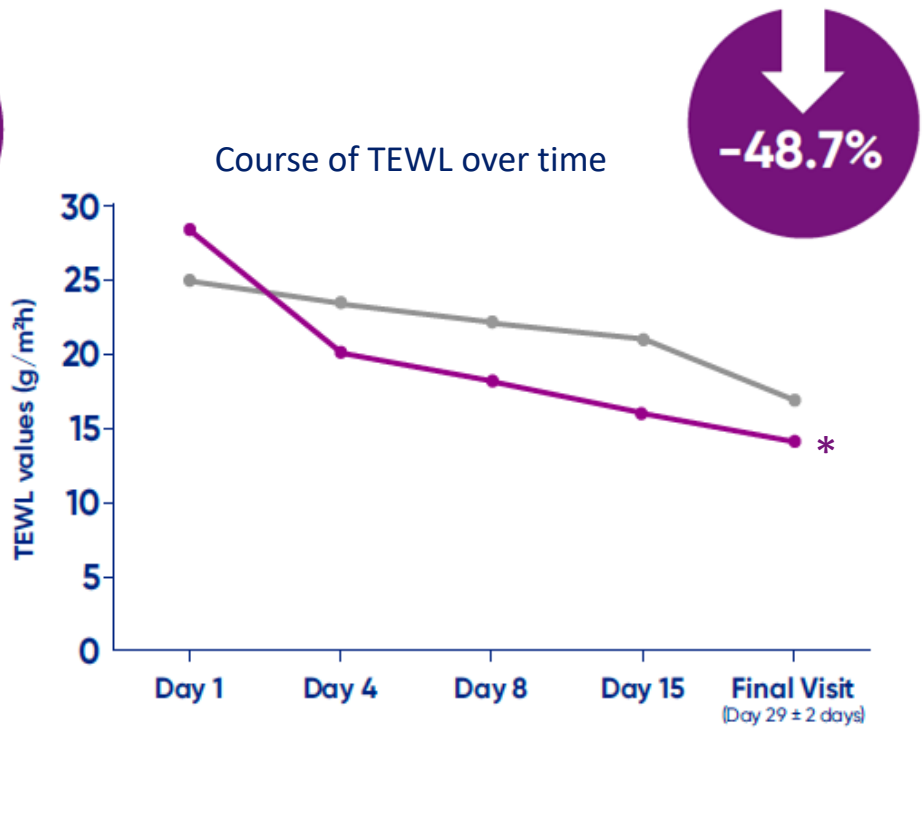
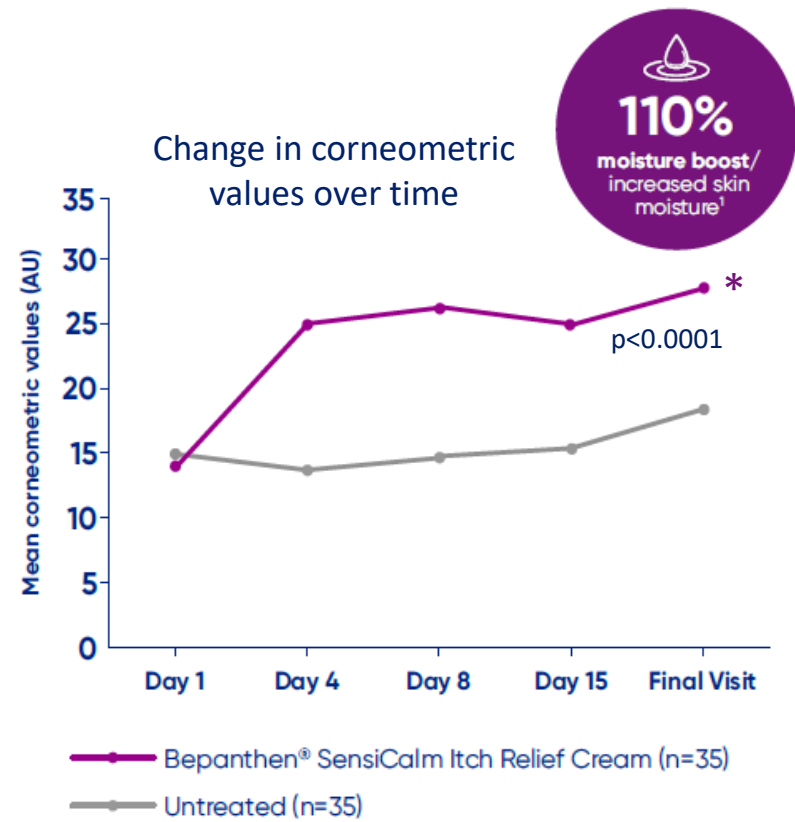
RTB2 Clinically proven

Bepanthen® SensiCalm Itch Relief Cream increases skin moisturisation and repairs the skin barrier

During a flare, the skin barrier is damaged and the skin becomes dehydrated.

The lipid layers break and lose structural arrangement, allowing water to escape, which further dehydrates the skin.

Bepanthen® SensiCalm is clinically proven to hydrate the skin, increasing skin moisturisation, and to repair the skin barrier, decreasing TEWL.¹



*Significant.

AU, arbitrary unit; TEWL, transepidermal water loss.

Reference: 1. Bayer Consumer Care. IMPACT Number 16960. June 2014.

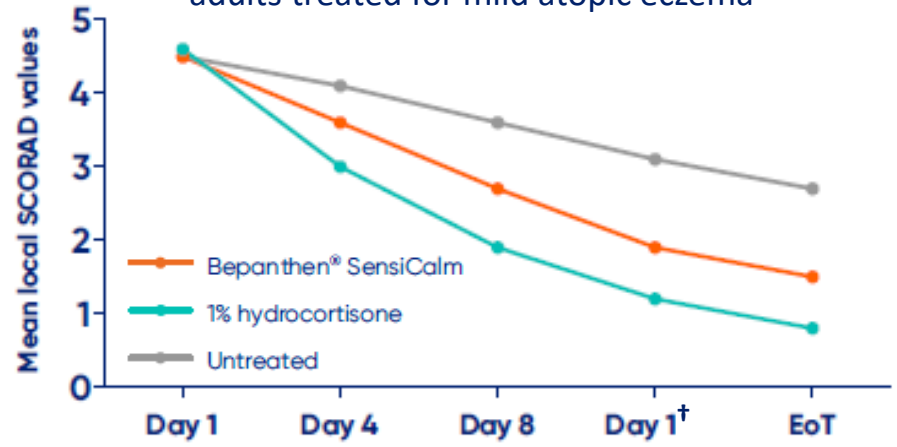
RTB2 Clinically proven

Bepanthen® SensiCalm Itch Relief Cream has been shown to be as effective as 1% hydrocortisone at treating mild atopic eczema^{1,2}

While topical corticosteroids are standard first-line treatment in cases of severe atopic eczema, for mild cases, many patients are hesitant to use them.

Bepanthen® SensiCalm is clinically proven to be as effective as 1% hydrocortisone at treating the symptoms of mild atopic eczema.¹

Local SCORAD values over 28 days in adults treated for mild atopic eczema*²



No statistical difference between Bepanthen® SensiCalm and 1% hydrocortisone. Statistical difference between Bepanthen® SensiCalm and untreated skin.

Bepanthen® SensiCalm Itch Relief Cream (top) and 1% hydrocortisone (bottom) are shown before treatment (left) and after 28 days of treatment (right).²



*Local SCORAD (scoring of atopic dermatitis) is a measure of the severity of six symptoms typical of atopic eczema (redness, oedema, excoriation, oozing/crusting, lichenification and dryness), on a scale of 0 (absent) to 3 (severe). It is calculated as a sum of all symptoms.

†At Day 15, N=39.

References: 1. Harten J *et al.* Poster presented at EADV, 2011. [PO126]. 2. Bayer Consumer Care. IMPACT Number 13932. August 2011. Data on file.



RTB2 Clinically proven

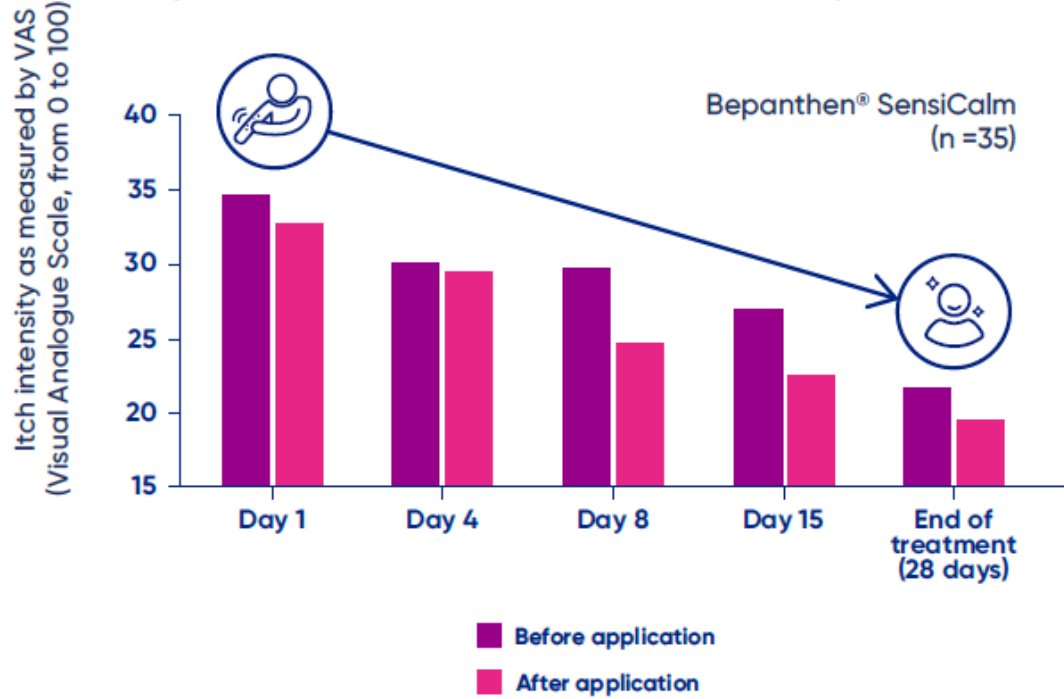
Bepanthen® SensiCalm Itch Relief Cream restores the skin barrier and provides itch relief to improve quality of life

One of the main symptoms of an atopic eczema flare is a damaged skin barrier and intense itching. Scratching can further damage the skin barrier.

Itch intensity has been associated with stress, negative life events, and can place a burden on patients' day-to-day activities.¹

Bepanthen® SensiCalm is clinically proven to reduce itch within 30 minutes.²

Rapid itch relief and a decrease in intensity over time²

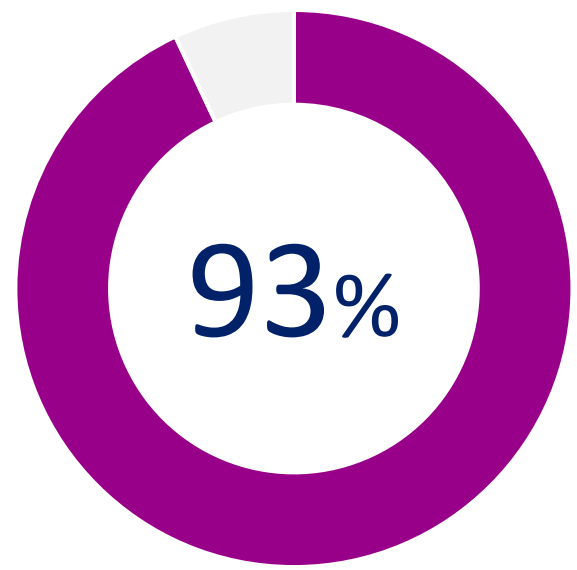


Shown to offer at least 7 hours of continuous sleep for children and their families²

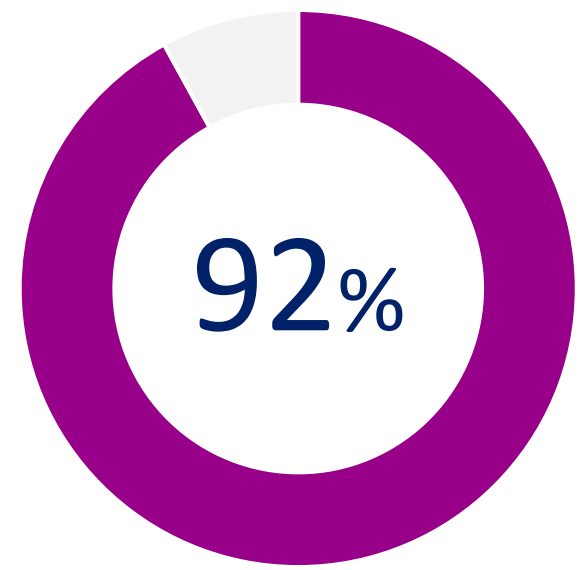


RTB3 Recommended by experts

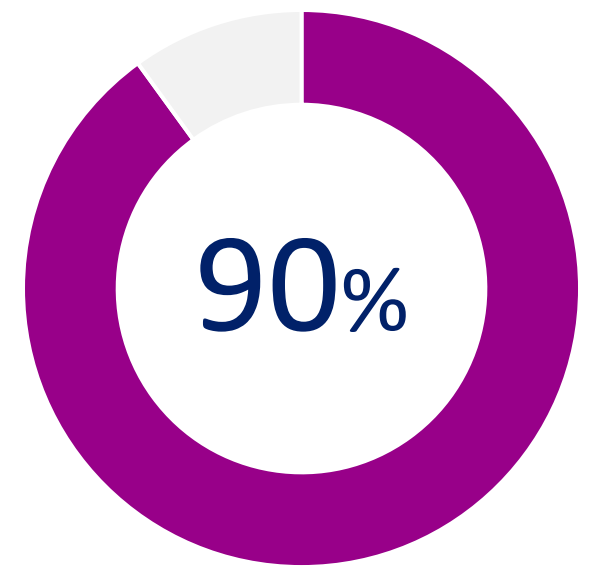
Dermatologists and Paediatricians reported high levels of satisfaction with Bepanthen® SensiCalm Itch Relief Cream



93% of HCPs would recommend Bepanthen® SensiCalm Itch Relief Cream to their peers



92% of HCPs would recommend Bepanthen® SensiCalm Itch Relief Cream to members of their family



90% of HCPs would use Bepanthen® SensiCalm Itch Relief Cream on their own atopic eczema



1.3.1

An online satisfaction survey carried out in the Philippines by IQVIA in HCPs who prescribe Bepanthen® SensiCalm for at least 20% of their atopic eczema patients.

Reference: IQVIA. Bepanthen® study in the Philippines (Project Halo) – 15 March to 25 April 2021. Data on file.



Bepanthen® SensiCalm Itch Relief Cream can be applied as needed on the body and face, including the eyelids

Atopic eczema can affect many areas of the body including the eyelids. The skin of the eyelids is four times thinner than facial skin and requires a mild but effective treatment.¹

Bepanthen® SensiCalm Itch Relief Cream can be applied several times a day as needed, on irritated skin on the body and face, including the eyelids.





Bepanthen® SensiCalm Itch Relief Cream is safe to use in infants, children and adults

Bepanthen® SensiCalm Itch Relief Cream has been clinically tested under paediatric and dermatological control.

Its cortisone-free formulation is safe to use on babies and infants as well as adults.





Bepanthen® SensiCalm Itch Relief Cream can be used during pregnancy and lactation

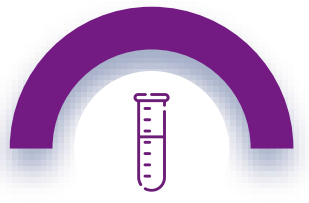
Bepanthen® SensiCalm Itch Relief Cream has been clinically tested under paediatric and dermatological control.

Its cortisone-free formulation is safe to use during pregnancy and lactation.





Why consider Bepanthen® SensiCalm Itch Relief Cream?



SUPPORTS THE SKIN

Science-driven formulation that effectively tackle flares and reduces itch, repairing the skin barrier and improving quality of life



PROVIDES HOLISTIC CARE

One part of the Bepanthen® Eczema Management System, a range that includes treatment, moisturisation and cleansing, delivering a complete repertoire of products to help your patients manage their eczema



DEVELOPED BY EXPERTS

Produced by a company with over 75 years' expertise in skin healing



The Bepanthen® Eczema Management System offers a simple solution to a complex condition



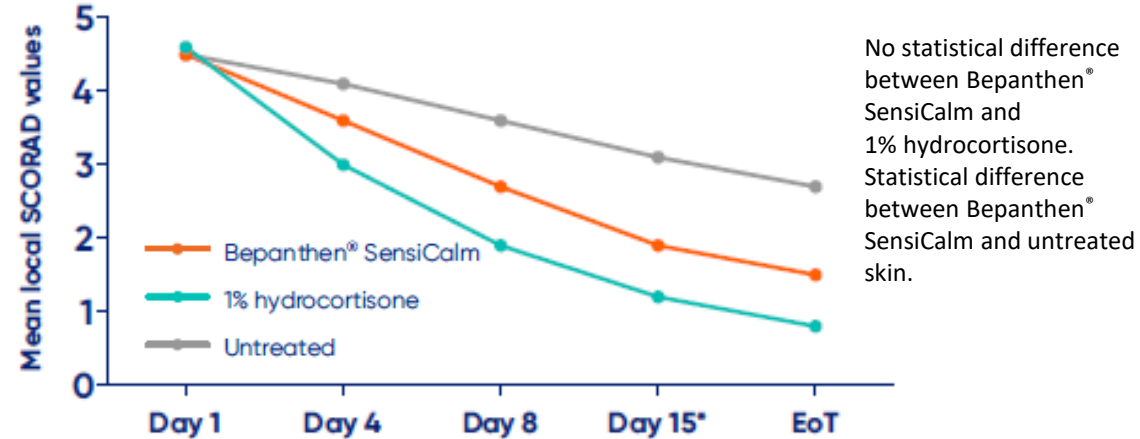


I prescribe topical corticosteroids for my patients experiencing flares, but would like to be able to reduce the amount they use? Can you help?



Bepanthen® SensiCalm Itch Relief Cream has been shown to be as effective as 1% hydrocortisone at relieving mild atopic eczema symptoms*^{1,2}

Local SCORAD values over 28 days in adults treated for mild atopic eczema



*Except erythema.

References: 1. Harten J et al. Poster presented at EADV, 2011. [PO126]. 2. Bayer Consumer Care. IMPACT Number 13932. August 2011. Data on file. 3. Stettler H et al. KOM Dermatol News 2016;11:1-7.



Bepanthen® SensiCalm Itch Relief Cream has a unique formulation that relieves the symptoms of an atopic eczema flare by repairing the damaged skin barrier.



It provides rapid relief from itch, the main symptom of a mild-to-moderate atopic eczema flare, within 30 minutes, and improves quality of life.³

Bepanthen® SensiCalm Itch Relief Cream can be applied alone – in mild-to-moderate cases – or in combination with anti-inflammatory medicinal products – in more severe cases.



How does Bepanthen® SensiCalm Itch Relief Cream compare to its competitors when tackling an atopic eczema flare?



VS.





Bepanthen® SensiCalm Itch Relief Cream vs CeraVe

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICALM (MEDICAL DEVICE) AND CERAVE (COSMETIC)

KEY BENEFITS

Bepanthen® SensiCalm is clinically proven to provide rapid relief from itch and improve sleep, as well as support skin barrier repair and regeneration and alleviate dryness



	RAPID ITCH RELIEF	REPAIRS SKIN BARRIER	SUPPORTS SKIN REGENERATION	ALLEVIATES DRYNESS	EFFECT ON SLEEP DURATION	EFFECTIVE AS 1% HYDROCORTISONE	USE IN INFANTS, CHILDREN & ADULTS
Eczema Creamy Oil	✓	✓	✗	✓	✗	✗	✗
SensiCalm	✓	✓	✓	✓	✓	✓	✓

FORMULA

Bepanthen® SensiCalm has a unique cortisone-free formula, featuring Lipid Lamellar Technology™ and combining key ingredients to provide fast relief from itching, and support skin barrier repair and regeneration



	UNIQUE INGREDIENT	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Eczema Creamy Oil	✓	✓	✓	✗	✓
SensiCalm	✓	✓	✓	✓	✓

FREE FROM

Bepanthen® SensiCalm is free from cortisone, fragrance, colourants, and listed preservatives



	CORTISONE-FREE	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
Eczema Creamy Oil	✓	✓	✓	✓
SensiCalm	✓	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light purple box Superior claim for SensiControl
- Dark purple box POD for SensiControl



Bepanthen® SensiCalm Itch Relief Cream vs Cetaphil

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICALM (MEDICAL DEVICE) AND RESTORADERM (COSMETIC)

KEY BENEFITS
 Bepanthen® SensiCalm is clinically proven to provide rapid relief from itch and improve sleep, as well as support skin barrier repair and regeneration and alleviate dryness



	RAPID ITCH RELIEF	REPAIRS SKIN BARRIER	SUPPORTS SKIN REGENERATION	ALLEVIATES DRYNESS	EFFECT ON SLEEP DURATION	EFFECTIVE AS 1% HYDROCORTISONE	USE IN INFANTS, CHILDREN & ADULTS
Eczema Restoraderm Flare-Up Relief Cream	✓	✓	✗	✓	✗	✗	✗
SensiCalm	✓	✓	✓	✓	✓	✓	✓

FORMULA
 Bepanthen® SensiCalm has a unique cortisone-free formula, featuring Lipid Lamellar Technology™ and combining key ingredients to provide fast relief from itching, and support skin barrier repair and regeneration



	UNIQUE INGREDIENT	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Eczema Restoraderm Flare-Up Relief Cream	✓	✓	✓	✗	✗
SensiCalm	✓	✓	✓	✓	✓

FREE FROM
 Bepanthen® SensiCalm is free from cortisone, fragrance, colourants, and listed preservatives



	CORTISONE-FREE	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
Eczema Restoraderm Flare-Up Relief Cream	✓	✓	✓	✗
SensiCalm	✓	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light purple box Superior claim for SensiControl
- Dark purple box POD for SensiControl



Bepanthen® SensiCalm Itch Relief Cream vs Ducray

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICALM (MEDICAL DEVICE) AND DEXYANE MED (MEDICAL DEVICE)

KEY BENEFITS

Bepanthen® SensiCalm is clinically proven to provide rapid relief from itch and improve sleep, as well as support skin barrier repair and regeneration and alleviate dryness



	RAPID ITCH RELIEF	REPAIRS SKIN BARRIER	SUPPORTS SKIN REGENERATION	ALLEVIATES DRYNESS	EFFECT ON SLEEP DURATION	EFFECTIVE AS 1% HYDROCORTISONE	USE IN INFANTS, CHILDREN & ADULTS
Soothing Repair Cream	✓	✗	✗	✓	✗	✗	✓
SensiCalm	✓	✓	✓	✓	✓	✓	✓

FORMULA

Bepanthen® SensiCalm has a unique cortisone-free formula, featuring Lipid Lamellar Technology™ and combining key ingredients to provide fast relief from itching, and support skin barrier repair and regeneration



	UNIQUE INGREDIENT	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Soothing Repair Cream	✓	✓	✓	✗	✗
SensiCalm	✓	✓	✓	✓	✓

FREE FROM

Bepanthen® SensiCalm is free from cortisone, fragrance, colourants, and listed preservatives



	CORTISONE-FREE	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
Soothing Repair Cream	✓	✓	✗	✗
SensiCalm	✓	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light purple box Superior claim for SensiControl
- Dark purple box POD for SensiControl



Bepanthen® SensiCalm Itch Relief Cream vs Eucerin

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICALM (MEDICAL DEVICE) AND ATOPICONTROL (COSMETIC)

KEY BENEFITS
Bepanthen® SensiCalm is clinically proven to provide rapid relief from itch and improve sleep, as well as support skin barrier repair and regeneration and alleviate dryness



	RAPID ITCH RELIEF	REPAIRS SKIN BARRIER	SUPPORTS SKIN REGENERATION	ALLEVIATES DRYNESS	EFFECT ON SLEEP DURATION	EFFECTIVE AS 1% HYDROCORTISONE	USE IN INFANTS, CHILDREN & ADULTS
AtopiControl Acute Care Cream	✓	✓	✗	✓	✓	✗	✓
SensiCalm	✓	✓	✓	✓	✓	✓	✓

FORMULA
Bepanthen® SensiCalm has a unique cortisone-free formula, featuring Lipid Lamellar Technology™ and combining key ingredients to provide fast relief from itching, and support skin barrier repair and regeneration



	UNIQUE INGREDIENT	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
AtopiControl Acute Care Cream	✓	✓	✓	✗	✗
SensiCalm	✓	✓	✓	✓	✓

FREE FROM
Bepanthen® SensiCalm is free from cortisone, fragrance, colourants, and listed preservatives



	CORTISONE-FREE	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
AtopiControl Acute Care Cream	✓	✓	✗	✗
SensiCalm	✓	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light purple box Superior claim for SensiControl
- Dark purple box POD for SensiControl



Bepanthen® SensiCalm Itch Relief Cream vs La Roche-Posay

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICALM (MEDICAL DEVICE) AND LIPIKAR (MEDICAL DEVICE)

KEY BENEFITS
Bepanthen® SensiCalm is clinically proven to provide rapid relief from itch and improve sleep, as well as support skin barrier repair and regeneration and alleviate dryness



	RAPID ITCH RELIEF	REPAIRS SKIN BARRIER	SUPPORTS SKIN REGENERATION	ALLEVIATES DRYNESS	EFFECT ON SLEEP DURATION	EFFECTIVE AS 1% HYDROCORTISONE	USE IN INFANTS, CHILDREN & ADULTS
Lipikar Eczema Med Cream	✓	✗	✗	✓	✗	✗	✓
SensiCalm	✓	✓	✓	✓	✓	✓	✓

FORMULA
Bepanthen® SensiCalm has a unique cortisone-free formula, featuring Lipid Lamellar Technology™ and combining key ingredients to provide fast relief from itching, and support skin barrier repair and regeneration



	UNIQUE INGREDIENT	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Lipikar Eczema Med Cream	✓	✓	✓	✗	✓
SensiCalm	✓	✓	✓	✓	✓

FREE FROM
Bepanthen® SensiCalm is free from cortisone, fragrance, colourants, and listed preservatives



	CORTISONE-FREE	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
Lipikar Eczema Med Cream	✓	✓	✗	✗
SensiCalm	✓	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light purple box Superior claim for SensiControl
- Dark purple box POD for SensiControl



Bepanthen® SensiCalm Itch Relief Cream vs Mustela

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICALM (MEDICAL DEVICE) AND STELATOPIA (MEDICAL DEVICE)

KEY BENEFITS

Bepanthen® SensiCalm is clinically proven to provide rapid relief from itch and improve sleep, as well as support skin barrier repair and regeneration and alleviate dryness



	RAPID ITCH RELIEF	REPAIRS SKIN BARRIER	SUPPORTS SKIN REGENERATION	ALLEVIATES DRYNESS	EFFECT ON SLEEP DURATION	EFFECTIVE AS 1% HYDROCORTISONE	USE IN INFANTS, CHILDREN & ADULTS
Stelatoxia Intense Cream	✓	✗	✓	✓	✗	✗	✓
SensiCalm	✓	✓	✓	✓	✓	✓	✓

FORMULA

Bepanthen® SensiCalm has a unique cortisone-free formula, featuring Lipid Lamellar Technology™ and combining key ingredients to provide fast relief from itching, and support skin barrier repair and regeneration



	UNIQUE INGREDIENT	CERAMIDES	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Stelatoxia Intense Cream	✓	✓	✓	✗	✗
SensiCalm	✓	✓	✓	✓	✓

FREE FROM

Bepanthen® SensiCalm is free from cortisone, fragrance, colourants, and listed preservatives



	CORTISONE-FREE	FRAGRANCE-FREE	PRESERVATIVES-FREE	COLOURANTS-FREE
Stelatoxia Intense Cream	✓	✓	✓	✓
SensiCalm	✓	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light purple box Superior claim for SensiControl
- Dark purple box POD for SensiControl

Bepanthen® SensiCalm key benefits during a flare

Clinically tested under paediatric and dermatological control

Cortisone-free cream composed of LLT, moisturising ingredients, natural lipids and dexpanthenol

As effective as 1% hydrocortisone in relieving mild atopic eczema symptoms

Reinforces the skin barrier and protects against allergens penetrating the barrier

Dexpanthenol creates optimal conditions to help the skin regenerate

Free from fragrances, preservatives, dyes, silicone and emulsifiers

Can be applied alone (mild-to-moderate cases) or in combination with anti-inflammatory medicinal products in more severe cases



Relieves itch within 30 mins and clears skin symptoms such as redness and dryness during flares

Clinically proven to improve quality of life offering at least 7 hours of continuous sleep for children and their families

Can be applied several times a day as needed

Clinically tested to be effective and well-tolerated among infants, children and adults

Clears the symptoms of atopic eczema by repairing the defective skin barrier thanks to its LLT

Can be used during pregnancy and breastfeeding



5.3 Trial Stage



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Moving Dermatologists up the adoption pathway



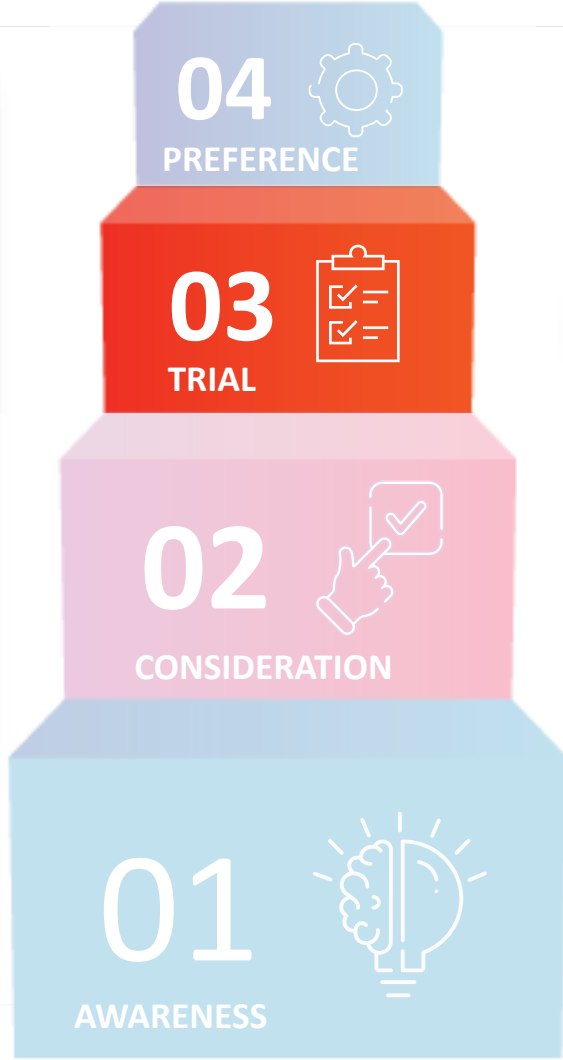
Following the awareness and consideration stages, we can assume that our Dermatologists know about SensiControl Moisturising Cream and SensiCalm Itch Relief Cream, and **have already started prescribing to some of their atopic eczema patients**



We want them to expand on the number of patients they are recommending Bepanthen® to by looking at the Daily Gentle Body Wash Gel – and emphasise that this is a holistic range of products that offers a solution at every stage of the disease



In this trial stage, we will focus on the Bepanthen® Daily Gentle Body Wash Gel, offering gentle cleansing of eczema-prone skin



Moving Dermatologists up the adoption pathway

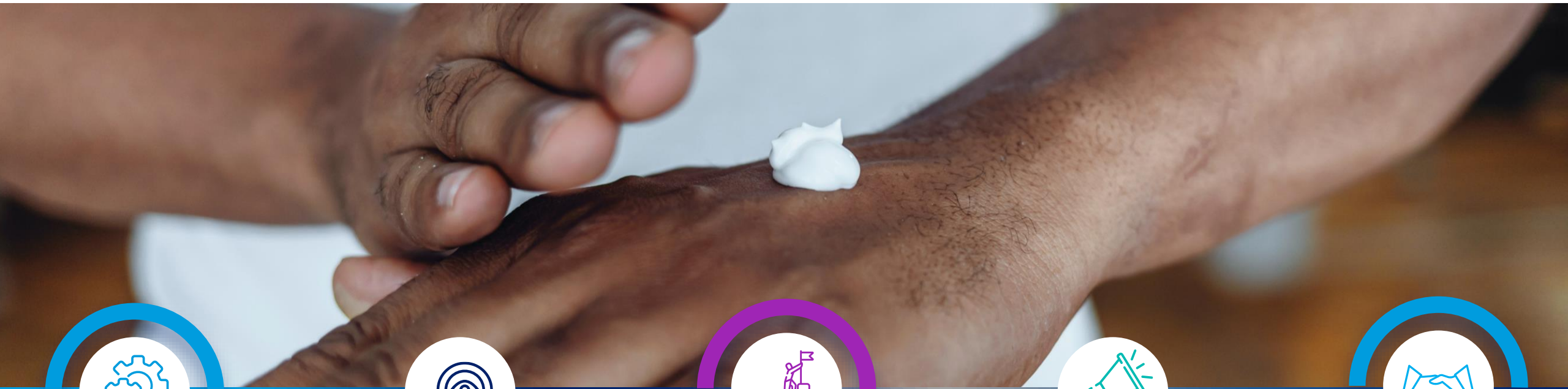
DERMATOLOGIST THINKS

MEDICAL REP SAYS

Target: Aware	I already have certain products that I recommend to my patients with atopic eczema. What makes your new range different?	Bepanthen® EMS is a holistic range that provides science-driven solutions for your patients with mild-to-moderate atopic eczema and atopic-prone skin. For example, SensiControl Daily Moisturising Cream is a daily emollient that is clinically proven to keep skin flare-free for up to 3 months. It also contains a prebiotic to support a healthy skin microbiome. This is just one product in our Bepanthen EMS – a complete repertoire to help your patients manage their atopic eczema.	Message to drive Aware
Now: Aware Target: Consider	I already have solutions to tackle my patient's flares. What else can you offer that can work alongside these solutions and will further relieve my patients from the symptoms of flares so that they can carry on with their normal lives?	The Bepanthen® EMS includes SensiCalm Itch Relief Cream, our steroid-sparing cream that can be used as a standalone treatment or to complement your preferred treatment option, and effectively relieves itch, helps the skin barrier regenerate, and tackles flares.	Message to drive Consider
Now: Consider Target: Trial	I am recommending the itch relief cream and the daily moisturiser for many of my atopic eczema patients. What else can the range offer?	As well as treatment and moisturisation, the range includes SensiControl Gentle Daily Body Wash, a new formula with mild cleansing agents developed specifically for atopic eczema-prone skin. It maintains the natural skin barrier, provides hydration starting in the shower and supports a healthy skin microbiome.	Message to drive Trial
Now: Trial Target: Preference	Compliance is an issue for atopic eczema patients. How can your range improve this and ensure long-term control?	I understand that atopic eczema is a complex condition, but patients want a simple solution. The Bepanthen® EMS provides a trio of complementary products that are non-greasy and easy to apply, and cover everything your patients need to proactively manage their atopic eczema – from a cortisone-free flare treatment to a long-term emollient, and a gentle wash for everyday use.	Message to drive Preference



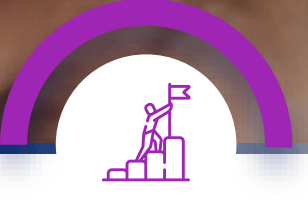
Detailing the Trial stage



JOB TO BE DONE



INSIGHT & BENEFIT



REASONS TO BELIEVE



CALL TO ACTION



OBJECTION HANDLING



What is our objective when communicating with Dermatologists in this stage?

Job to be Done

COMMUNICATION OBJECTIVE

Promote trial of the Bepanthen® EMS by looking at the benefits of the Daily Wash Gel

JOB TO BE DONE

GET Dermatologists who are currently recommending or prescribing Bepanthen eczema products to some of their patients TO increase this number BY presenting the key benefits and clinical evidence for the Daily Wash Gel, the final product in this holistic range that offers total control of mild-to-moderate atopic eczema

CURRENT BEHAVIOUR

This Dermatologist is currently recommending or prescribing Bepanthen EMS products for some of their atopic eczema patients

CONSIDER

This Dermatologist will start prescribing the Bepanthen® EMS range to more of their patients suffering with mild-to-moderate atopic eczema

DESIRED BEHAVIOUR



House of Evidence

"Provides gentle daily cleansing of eczema-prone skin, so patients can cleanse their skin while protecting their skin barrier"

1.1 Preserves the skin barrier and increases skin hydration

1.1.1 Bepanthen® SensiControl Daily Gentle Body Wash Gel contains mild cleansing agents and a high concentration of humectants to preserve the skin barrier and increase skin hydration

1.1.2 Bepanthen® SensiControl Daily Gentle Body Wash Gel is clinically proven to increase skin hydration

1.1.3 Bepanthen® SensiControl Daily Gentle Body Wash Gel has been clinically proven to maintain the skin's natural pH

1.3 Highly rated

1.3.1 Bepanthen® SensiControl Daily Gentle Body Wash Gel is well-tolerated and effective in infants, children and adults, and has demonstrated high rates of satisfaction

1.2 Supports a healthy skin microbiome

1.2.1 Bepanthen® SensiControl Daily Gentle Body Wash Gel supports a healthy skin microbiome

1.4 Safe and convenient

1.4.1 Bepanthen® SensiControl Daily Gentle Body Wash Gel contains 90% ingredients from a natural origin and is safe to use on infants, children and adults



RTB1 Preserves the skin barrier and increases skin hydration



Bepanthen® SensiControl Daily Gentle Body Wash Gel contains mild cleansing agents and a high concentration of humectants to preserve the skin barrier and increase skin hydration

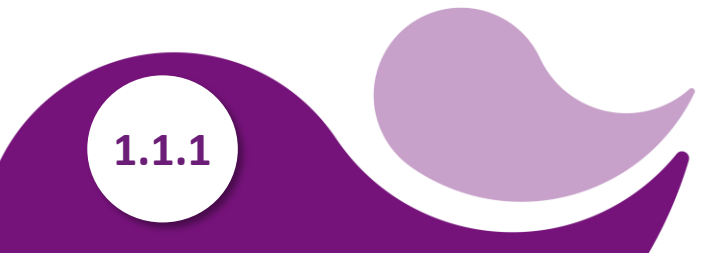
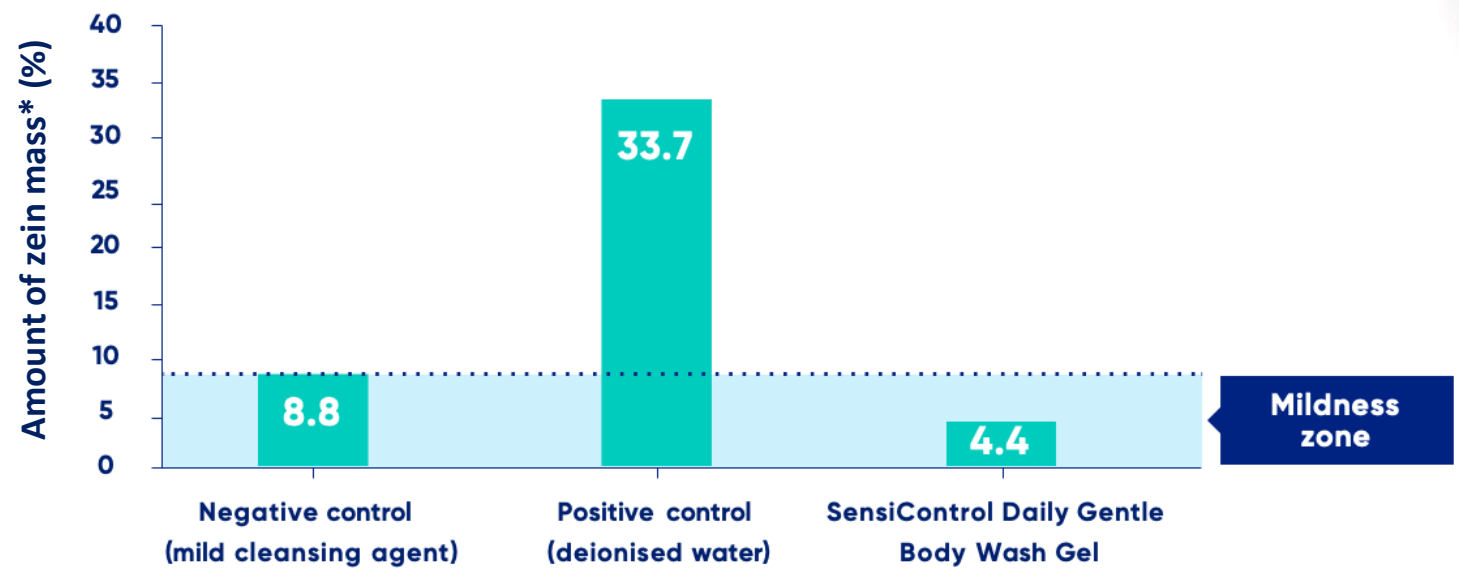
One of the key factors in atopic eczema is transepidermal water loss and a reduction in hydration in the stratum corneum. Even in non-lesional atopic eczema skin, levels of hydration are still lower than normal skin.¹

Humectants are molecules with water-attracting properties that can bind water into the stratum corneum. In addition, they can influence lamellar lipid organisation, and help strengthen the skin barrier.²

Bepanthen® SensiControl Daily Gentle Body Wash Gel contains mild cleansing agents and a high concentration of humectants (panthenol, glycerine and Pentavitin®) to preserve the skin barrier.

Daily use of Bepanthen® SensiControl Daily Gentle Body Wash Gel had no impact on mean transepidermal water loss values (TEWL)

Investigation into the irritation potential of Bepanthen® SensiControl Daily Gentle Body Wash Gel³



1.1.1

*The lower the value, the lower the predicted irritation potential.

References: 1. Proksch E et al. *J Dtsch Dermatol Ges* 2009;7:899–910. 2. Procksh E et al. *J Dermatolog Treat* 2020;31:716–22. 3. Bayer Consumer Care. Mildness evaluation – Zein test. Report IO 22E0756-1PL. November 2022.



Bepanthen® SensiControl Daily Gentle Body Wash Gel is clinically proven to increase skin hydration

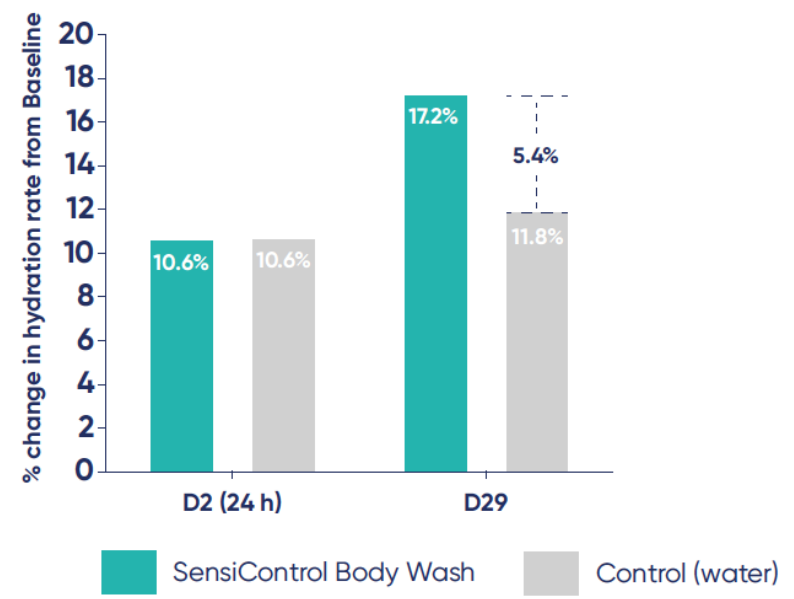
In atopic eczema there is a decrease in levels of natural moisturising factors (NMFs), which reduces stratum corneum hydration and increases skin pH.¹

Bepanthen® SensiControl Daily Gentle Body Wash Gel is clinically proven to increase skin hydration with first use at 24 hours, and continue to improve it over time.²

Bepanthen® SensiControl Daily Gentle Body Wash Gel significantly increased skin hydration from first use within 24 h and continued up to 4 weeks

At Day 29, hydration had improved by 17.2% compared with Baseline (p<0.001), and was 5.4% higher than the control group (p<0.001)²

% hydration improvement





Bepanthen® SensiControl Daily Gentle Body Wash Gel has been clinically proven to maintain the skin's natural pH

The pH of the skin has an important role in atopic eczema. Normal skin pH is slightly acidic, ranging from 4 to 6. In atopic eczema the pH rises to a more neutral range, and this can contribute to the symptoms of a flare. Maintaining skin pH is therefore a critical step to protecting the skin barrier.¹

Bepanthen® SensiControl Daily Gentle Body Wash Gel is clinically proven to maintain the skin's natural pH.²

Bepanthen® SensiControl Daily Gentle Body Wash Gel maintained the skin's pH values within the physiological range

After 4 weeks of use, there was no significant difference in skin pH value between the control and Bepanthen® SensiControl Daily Gentle Body Wash compared to Baseline, indicating no change in skin pH²

Time	Bepanthen® SensiControl Daily Gentle Body Wash Gel			Water control		
	Absolute value	Change from BL	p-value*	Absolute value	Change from BL	p-value*
BL	5.21 ± 0.50	—	—	5.18 ± 0.47	—	—
Day 29	5.18 ± 0.45	-0.04 ± 0.53 [†]	0.621	5.22 ± 0.40	0.04 ± 0.42 [†]	0.508

*For the mean change from Baseline, paired t-test.

[†]p=0.132 for the difference in mean change from Baseline (Bepanthen® SensiControl Wash vs. control site), paired t-test. N=44. All data are shown as mean ± SD.

BL, baseline pH value; SD, standard deviation.

References: 1. Panther DJ and Jacob SE. *J Clin Med* 2015;5:970–8. 2. Peltier E *et al. J Cosmet Dermatol* 2022;21:3859–66.



Bepanthen® SensiControl Daily Gentle Body Wash Gel supports a healthy skin microbiome

A diverse microbiome is key for skin health.¹ An unbalanced microbiome plays a role in disease progression and may influence the response to treatment.²

Bepanthen® SensiControl Daily Gentle Body Wash Gel contains an alpha-glucan oligosaccharide prebiotic to support a healthy skin microbiome.^{2,3}

Bepanthen® SensiControl Daily Gentle Body Wash Gel was clinically proven to not disrupt the natural skin microbiome in both children and adults³

Two clinical studies (one in adults and one in children) have shown that the use of Bepanthen® SensiControl Daily Gentle Body Wash did not affect the skin microbiome:



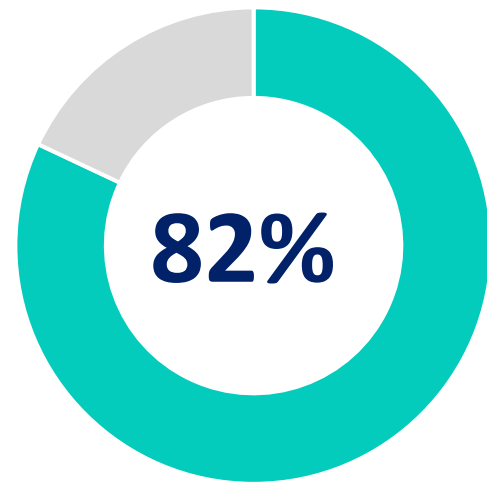
Adults with a history of dry skin: Application of Bepanthen® SensiControl Daily Gentle Body Wash vs water control over 4 weeks (N=44) showed **no significant impact on the skin pH value or skin microbiome**



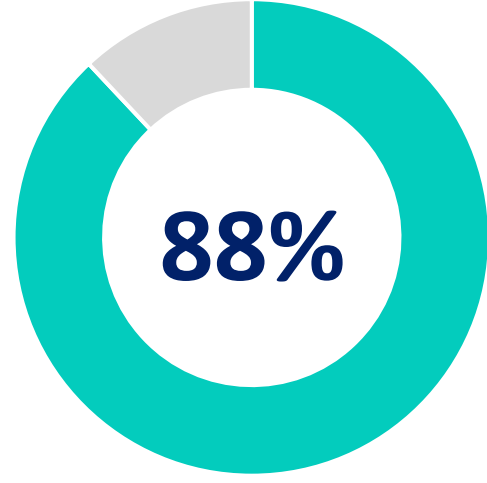
Children with mild-to-moderate atopic eczema: Application of Bepanthen® SensiControl Daily Gentle Body Wash over 4 weeks vs water control (N=33) showed **no significant impact on the skin microbiome**



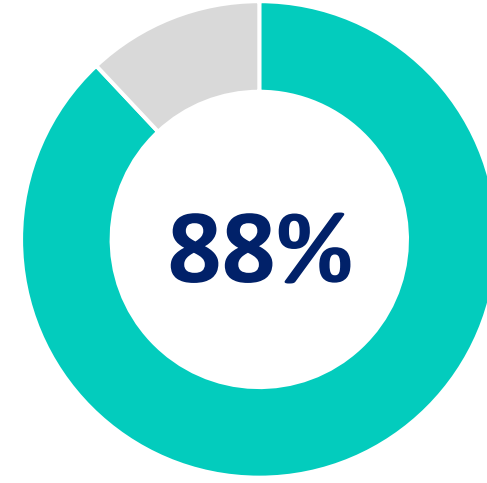
Bepanthen® SensiControl Daily Gentle Body Wash Gel is well-tolerated and effective in infants, children and adults, and has demonstrated high rates of satisfaction



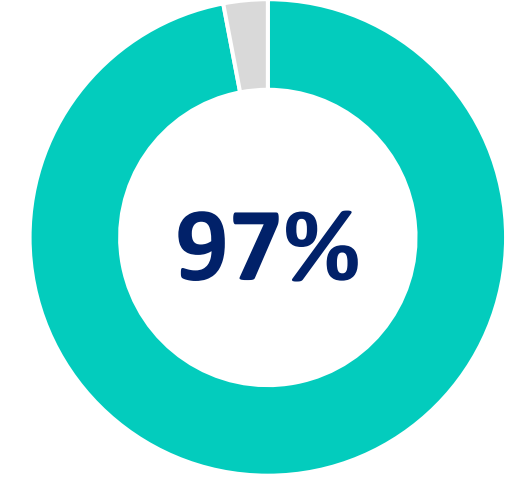
of adults were **strongly satisfied/satisfied** with Bepanthen® SensiControl Body Wash Gel¹



of parents **would like to continue using** Bepanthen® SensiControl Body Wash Gel on their child's sensitive/eczema-prone skin²



of parents **would recommend** Bepanthen® SensiControl Body Wash Gel to others²



of parents agreed that Bepanthen® SensiControl Body Wash Gel **effectively cleans without irritating** their child's sensitive/eczema-prone skin^{2,3}

1.3.1

Adults, N=44; infants, N=33.

References: 1. Bayer Consumer Care. IMPACT Number 21763. February 2022. Data on file. 2. Bayer Consumer Care. IMPACT Number 21762. February 2022. Data on file. 3. Peltier E et al. J Cosmet Dermatol 2022;21:3859-66.



Bepanthen® SensiControl Daily Gentle Body Wash Gel contains 90% ingredients from a natural origin and is safe to use on infants, children and adults

Bepanthen® SensiControl Daily Gentle Body Wash Gel has been **clinically tested** under paediatric and dermatological control.

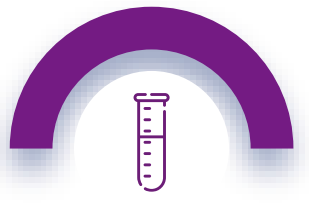
It is **safe to use on babies, children and adults**, and so is suitable for the whole family.

It is **soap-free, preservative-free** and is **not perfumed**, and contains **90% ingredients from a natural origin**.





Why consider Bepanthen® Eczema Management System?



SUPPORTS THE SKIN

Science-driven formulations that effectively tackle flares and reduce itch, support the skin's microbiome, keep skin flare free, and improve quality of life



PROVIDES HOLISTIC CARE

The Bepanthen® Eczema Management System includes treatment, moisturisation and cleansing, delivering a complete repertoire of products to help your patients manage their eczema



DEVELOPED BY EXPERTS

Produced by a company with over 75 years' expertise in skin healing



The Bepanthen® Eczema Management System offers a simple solution to a complex condition





How does Bepanthen® SensiControl Daily Gentle Body Wash Gel compare to its competitors?

VS.





Bepanthen® SensiControl Daily Gentle Body Wash Cream vs A-Derma

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND EXOMEGA

KEY BENEFITS

Bepanthen® SensiControl Daily Gentle Body Wash is clinically proven to increase skin hydration, maintain the skin's natural pH, and support a healthy skin microbiome



	USE ON ATOPIC - PRONE SKIN	CLINICALLY PROVEN 24-H HYDRATION	SUPPORTS SKIN MICROBIOME	MAINTAINS SKIN'S NATURAL PH	DERMO-PROTECTIVE	SOOTHES ATOPIC-PRONE SKIN	ITCH CONTROL	AT LEAST 90% INGREDIENTS NATURAL ORIGIN	USE IN INFANTS, CHILDREN AND ADULTS
Exomega Control Emollient Shower Oil	✓	✗	✗	✗	✓	✓	✓	✓	✓
Exomega Emollient Cleansing Hair & Body 2-in-1	✓	✗	✗	✗	✓	✓	✓	✗	✗
SensiControl Wash	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA

Contains mild cleansing agents and a high concentration of humectants to preserve the skin barrier



	PRE/POSTBIOTIC	NATURAL OILS/LIPIDS	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Exomega Control Emollient Shower Oil	✗	✓	✓	✗	✗
Exomega Emollient Cleansing Hair & Body 2-in-1	✗	✓	✓	✗	✗
SensiControl Wash	✓	✓	✓	✓	✓

FREE FROM

Fragrance, preservatives and soap



	FRAGRANCE-FREE	PRESERVATIVES-FREE	SOAP-FREE
Exomega Control Emollient Shower Oil	✗	✗	✓
Exomega Emollient Cleansing Hair & Body 2-in-1	✓	✗	✗
SensiControl Wash	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Superior claim for SensiControl
- POD for SensiControl



Bepanthen® SensiControl Daily Gentle Body Wash Cream vs Aveeno

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND DERMEXA

KEY BENEFITS
Bepanthen® SensiControl Daily Gentle Body Wash is clinically proven to increase skin hydration, maintain the skin's natural pH, and support a healthy skin microbiome



	USE ON ATOPIC - PRONE SKIN	CLINICALLY PROVEN 24-H HYDRATION	SUPPORTS SKIN MICROBIOME	MAINTAINS SKIN'S NATURAL PH	DERMO-PROTECTIVE	SOOTHES ATOPIC-PRONE SKIN	ITCH CONTROL	AT LEAST 90% INGREDIENTS NATURAL ORIGIN	USE IN INFANTS, CHILDREN AND ADULTS
Dermexa Daily Emollient Body Wash	✓	✗	✓	✗	✓	✓	✗	✗	✓
SensiControl Wash	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA
Contains mild cleansing agents and a high concentration of humectants to preserve the skin barrier



	PRE/POSTBIOTIC	NATURAL OILS/LIPIDS	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Dermexa Daily Emollient Body Wash	✓	✓	✓	✓	✗
SensiControl Wash	✓	✓	✓	✓	✓

FREE FROM
Fragrance, preservatives and soap



	FRAGRANCE-FREE	PRESERVATIVES-FREE	SOAP-FREE
Dermexa Daily Emollient Body Wash	✓	✗	✓
SensiControl Wash	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Superior claim for SensiControl
- POD for SensiControl



Bepanthen® SensiControl Daily Gentle Body Wash Cream vs Avène

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND XERACALM AD

KEY BENEFITS
Bepanthen® SensiControl Daily Gentle Body Wash is clinically proven to increase skin hydration, maintain the skin's natural pH, and support a healthy skin microbiome



	USE ON ATOPIC - PRONE SKIN	CLINICALLY PROVEN 24-H HYDRATION	SUPPORTS SKIN MICROBIOME	MAINTAINS SKIN'S NATURAL PH	DERMO-PROTECTIVE	SOOTHES ATOPIC-PRONE SKIN	ITCH CONTROL	AT LEAST 90% INGREDIENTS NATURAL ORIGIN	USE IN INFANTS, CHILDREN AND ADULTS
XeraCalm AD Lipid-Replenishing Cleansing Oil	✓	✓	✓	✓	✓	✓	✓	✗	✓
SensiControl Wash	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA
Contains mild cleansing agents and a high concentration of humectants to preserve the skin barrier



	PRE/POSTBIOTIC	NATURAL OILS/LIPIDS	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
XeraCalm AD Lipid-Replenishing Cleansing Oil	✓	✓	✓	✗	✗
SensiControl Wash	✓	✓	✓	✓	✓

FREE FROM
Fragrance, preservatives and soap



	FRAGRANCE-FREE	PRESERVATIVES-FREE	SOAP-FREE
XeraCalm AD Lipid-Replenishing Cleansing Oil	✓	✗	✓
SensiControl Wash	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Superior claim for SensiControl
- POD for SensiControl



Bepanthen® SensiControl Daily Gentle Body Wash Cream vs Cetaphil

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND RESTORADERM

KEY BENEFITS
Bepanthen® SensiControl Daily Gentle Body Wash is clinically proven to increase skin hydration, maintain the skin's natural pH, and support a healthy skin microbiome



	USE ON ATOPIC - PRONE SKIN	CLINICALLY PROVEN 24-H HYDRATION	SUPPORTS SKIN MICROBIOME	MAINTAINS SKIN'S NATURAL PH	DERMO-PROTECTIVE	SOOTHES ATOPIC-PRONE SKIN	ITCH CONTROL	AT LEAST 90% INGREDIENTS NATURAL ORIGIN	USE IN INFANTS, CHILDREN AND ADULTS
Restoraderm Soothing Wash	✗	✓	✗	✗	✗	✗	✗	✗	✗
SensiControl Wash	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA
Contains mild cleansing agents and a high concentration of humectants to preserve the skin barrier



	PRE/POSTBIOTIC	NATURAL OILS/LIPIDS	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Restoraderm Soothing Wash	✗	✓	✓	✗	✓
SensiControl Wash	✓	✓	✓	✓	✓

FREE FROM
Fragrance, preservatives and soap



	FRAGRANCE-FREE	PRESERVATIVES-FREE	SOAP-FREE
Restoraderm Soothing Wash	✓	✓	✓
SensiControl Wash	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light blue background Superior claim for SensiControl
- Dark blue background POD for SensiControl



Bepanthen® SensiControl Daily Gentle Body Wash Cream vs Ducray

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND DEXYANE

KEY BENEFITS
Bepanthen® SensiControl Daily Gentle Body Wash is clinically proven to increase skin hydration, maintain the skin's natural pH, and support a healthy skin microbiome



	USE ON ATOPIC - PRONE SKIN	CLINICALLY PROVEN 24-H HYDRATION	SUPPORTS SKIN MICROBIOME	MAINTAINS SKIN'S NATURAL PH	DERMO-PROTECTIVE	SOOTHES ATOPIC-PRONE SKIN	ITCH CONTROL	AT LEAST 90% INGREDIENTS NATURAL ORIGIN	USE IN INFANTS, CHILDREN AND ADULTS
Dexyane Protective Cleansing Oil	✓	✗	✗	✓	✓	✓	✗	✗	✓
Dexyane Ultra-Rich Cleansing Gel	✓	✗	✗	✓	✗	✓	✗	✗	✓
SensiControl Wash	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA
Contains mild cleansing agents and a high concentration of humectants to preserve the skin barrier



	PRE/POSTBIOTIC	NATURAL OILS/LIPIDS	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Dexyane Protective Cleansing Oil	✗	✓	✓	✗	✗
Dexyane Ultra-Rich Cleansing Gel	✗	✓	✓	✗	✗
SensiControl Wash	✓	✓	✓	✓	✓

FREE FROM
Fragrance, preservatives and soap



	FRAGRANCE-FREE	PRESERVATIVES-FREE	SOAP-FREE
Dexyane Protective Cleansing Oil	✓	✗	✓
Dexyane Ultra-Rich Cleansing Gel	✓	✗	✓
SensiControl Wash	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light blue background Superior claim for SensiControl
- Dark blue background POD for SensiControl



Bepanthen® SensiControl Daily Gentle Body Wash Cream vs Eucerin

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND ATOCONTROL

KEY BENEFITS
Bepanthen® SensiControl Daily Gentle Body Wash is clinically proven to increase skin hydration, maintain the skin's natural pH, and support a healthy skin microbiome



	USE ON ATOPIC - PRONE SKIN	CLINICALLY PROVEN 24-H HYDRATION	SUPPORTS SKIN MICROBIOME	MAINTAINS SKIN'S NATURAL PH	DERMO-PROTECTIVE	SOOTHES ATOPIC-PRONE SKIN	ITCH CONTROL	AT LEAST 90% INGREDIENTS NATURAL ORIGIN	USE IN INFANTS, CHILDREN AND ADULTS
AtoControl Bath & Shower Oil	✓	✗	✗	✗	✓	✓	✓	✗	✓
SensiControl Wash	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA
Contains mild cleansing agents and a high concentration of humectants to preserve the skin barrier



	PRE/POSTBIOTIC	NATURAL OILS/LIPIDS	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
AtoControl Bath & Shower Oil	✗	✓	✗	✗	✗
SensiControl Wash	✓	✓	✓	✓	✓

FREE FROM
Fragrance, preservatives and soap



	FRAGRANCE-FREE	PRESERVATIVES-FREE	SOAP-FREE
AtoControl Bath & Shower Oil	✓	✓	✓
SensiControl Wash	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Superior claim for SensiControl
- POD for SensiControl



Bepanthen® SensiControl Daily Gentle Body Wash Cream vs La Roche-Posay

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND LIPIKAR

KEY BENEFITS
Bepanthen® SensiControl Daily Gentle Body Wash is clinically proven to increase skin hydration, maintain the skin's natural pH, and support a healthy skin microbiome



	USE ON ATOPIC - PRONE SKIN	CLINICALLY PROVEN 24-H HYDRATION	SUPPORTS SKIN MICROBIOME	MAINTAINS SKIN'S NATURAL PH	DERMO-PROTECTIVE	SOOTHES ATOPIC-PRONE SKIN	ITCH CONTROL	AT LEAST 90% INGREDIENTS NATURAL ORIGIN	USE IN INFANTS, CHILDREN AND ADULTS
Lipikar Cleansing Oil AP+	✓	✓	✓	✓	✓	✓	✓	✗	✓
Lipikar Syndet Cream Wash AP+	✓	✓	✓	✗	✓	✓	✓	✗	✓
SensiControl Wash	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA
Contains mild cleansing agents and a high concentration of humectants to preserve the skin barrier



	PRE/POSTBIOTIC	NATURAL OILS/LIPIDS	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Lipikar Cleansing Oil AP+	✓	✓	✓	✗	✓
Lipikar Syndet Cream Wash AP+	✓	✓	✓	✗	✓
SensiControl Wash	✓	✓	✓	✓	✓

FREE FROM
Fragrance, preservatives and soap



	FRAGRANCE-FREE	PRESERVATIVES-FREE	SOAP-FREE
Lipikar Cleansing Oil AP+	✓	✗	✗
Lipikar Syndet Cream Wash AP+	✓	✗	✗
SensiControl Wash	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Superior claim for SensiControl
- POD for SensiControl



Bepanthen® SensiControl Daily Gentle Body Wash Cream vs Mustela

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN SENSICONTROL AND STELATOPIA

KEY BENEFITS
Bepanthen® SensiControl Daily Gentle Body Wash is clinically proven to increase skin hydration, maintain the skin's natural pH, and support a healthy skin microbiome



	USE ON ATOPIC - PRONE SKIN	CLINICALLY PROVEN 24-H HYDRATION	SUPPORTS SKIN MICROBIOME	MAINTAINS SKIN'S NATURAL PH	DERMO-PROTECTIVE	SOOTHES ATOPIC-PRONE SKIN	ITCH CONTROL	AT LEAST 90% INGREDIENTS NATURAL ORIGIN	USE IN INFANTS, CHILDREN AND ADULTS
Stelatopia Cleansing Oil	✓	✗	✗	✗	✓	✓	✓	✓	✓
SensiControl Wash	✓	✓	✓	✓	✓	✓	✓	✓	✓

FORMULA
Contains mild cleansing agents and a high concentration of humectants to preserve the skin barrier



	PRE/POSTBIOTIC	NATURAL OILS/LIPIDS	GLYCERIN	PRO-VITAMIN B5	VITAMIN B3
Stelatopia Cleansing Oil	✗	✓	✓	✗	✗
SensiControl Wash	✓	✓	✓	✓	✓

FREE FROM
Fragrance, preservatives and soap



	FRAGRANCE-FREE	PRESERVATIVES-FREE	SOAP-FREE
Stelatopia Cleansing Oil	✓	✗	✗
SensiControl Wash	✓	✓	✓

- ✓ Evidence publicly available on internet or packaging
- ✗ No evidence found
- Light blue background Superior claim for SensiControl
- Dark blue background POD for SensiControl

Bepanthen® SensiControl Daily Gentle Body Wash Gel key benefits during and between flares



Helps maintain your skin's optimal pH	Helps replenish the skin's natural moisture and supports the skin's own microbiome	Supports the growth of beneficial bacteria (shown in vitro)	Suitable for babies, kids and adults	Contains a prebiotic shown to stimulate beneficial skin microflora
Contains pro-vitamin B5 which offers immediate and long-lasting moisturisation and can support the skin's own regeneration process	Natural lipids/oils to stabilise the skin barrier and protect the skin from drying out	Vitamin B3 to restore the cutaneous barrier and soothe the sensation of tightness	Pentavitin®, an NMF-mimicking ingredient known to moisturise and reinforce the skin's barrier	At least 90% of ingredients are from natural origin





How does Bepanthen® SensiControl Body Wash compare to the Bepanthen® Derma Gentle Body Cleanser?

	SensiControl Daily Gentle Body Wash (UI 1614588 – cosmetic)	Derma Gentle Body Cleanser (UI 1614320 – cosmetic)
Target population	Consumers with eczema*-prone skin (between flares)	Consumers with dry, very dry and sensitive skin
Fundamental medical need(s)	Skin cleansing to reduce exposure to allergens, pollutants and pathogens with minimal skin stress to avoid skin barrier damage and triggers of flare-ups	Gentle effective cleansing without impairment of the stratum corneum to avoid triggering skin dryness and the feeling of skin tightness
Product positioning	Daily eczema* management	Daily dry skin management
Formulated for	Eczema*-prone skin	Dry, very dry and sensitive skin
Galenic	Gel wash	Gel wash
Key ingredients	<ul style="list-style-type: none"> Mild surfactants Vitamin B5 (2.5%) Vitamin B3 NMF-mimicking ingredients (Pentavitin®: saccharide isomerate) Prebiotic (alpha-glucan oligosaccharide) 	<ul style="list-style-type: none"> Mild surfactants Vitamin B5 (2.5%) Vitamin B3 Glycerin Argan oil <p>} Dexpanthenol Repair Complex L</p>
Key product benefits	<ul style="list-style-type: none"> Replenishes the skin's natural moisture levels Protects and maintains skin barrier, skin pH and skin microbiome Together with SensiControl Cream, protects from flare onset 	<ul style="list-style-type: none"> Replenishes the skin's natural moisture levels Protects and maintains skin barrier Protects from dry skin sensation
The POD	Gently cleanses eczema*-prone skin while maintaining the three skin barriers (physical, biochemical, microbiome) for longer flare-free periods	<ul style="list-style-type: none"> Gently cleanses the skin while providing skin moisturisation Leaves the skin feeling comfortable, smooth and supple

NMF, natural moisturising factor. *Atopic dermatitis, atopic eczema, neurodermatitis.



How does Bepanthen® SensiControl Gentle Daily Body Wash Gel compare to cleansing oils? (1/3)



Traditional cleansing oils are a mix of surfactants (the molecules that achieve the chemical cleansing) in an oil base.

They were primarily developed for the removal of face/eyelid waterproof cosmetics and waterproof sunscreens that cannot be easily removed with soap and water.



Why is cleansing oil considered the more suitable type of wash for atopic eczema-prone skin?

The principle of cleansing oil is that the lipids contained in the product will remain on the skin and replenish the skin lipids barrier.



Why is this mode of action questionable?

- The short contact of the product with the skin (few seconds) does not allow sufficient time for lipids in the product to remain on the skin and to replenish the lipids within the skin barrier.
- Surfactants cannot differentiate between the physiological skin lipids (e.g., sebum, intracellular lipids), oil-soluble skin debris and the oils in the products. It means that the surfactants contained in the cleansing oil will also clean/capture the oily molecules of the product itself.
- If lipids remain on the skin to replenish the skin, so do surfactants, and prolonged contact with surfactants leads to skin barrier damage.
- To ensure there's not too much oil left on the skin, the cleansing agents used can be harsher than gel washes – further stripping the skin lipids.

→ To combat this, many companies claim their product is a cleansing oil, but in reality it is a water-based wash (like a gel) with a slightly increased oil load (presolubilised), so this is an opportunistic claim.

However, the use of a bath oil (bath additive) product may help to enhance the barrier and may limit epidermal dehydration because of the longer contact time with the skin.





How does Bepanthen® SensiControl Gentle Daily Body Wash Gel compare to cleansing oils? (2/3)



Is it true that gels are not suitable for atopic eczema-prone skin?

No, it is a false, non-science-based statement.



What makes a product suitable for atopic eczema-prone skin?

Its composition, specifically the type of surfactants, and clinical data.



Is Bepanthen® SensiControl Gentle Body Wash suitable for atopic eczema-prone skin?

Absolutely, Bepanthen® SensiControl Gentle Body Wash has a state-of-the-art formula which is suitable for dry and atopic-eczema prone skin. In addition, it has been shown in clinical studies that Bepanthen® SensiControl Gentle Body Wash Gel provides a significant moisturising effect without affecting skin pH, barrier function or the skin microbiome while being well-tolerated by dry and atopic eczema-prone skin in adults, children and infants.

In summary, we should not be concerned about the comparison versus a cleansing oil, from the (non-scientifically based) distrust of pharmacists/consumers with regard to washing gels.





How does Bepanthen® SensiControl Gentle Daily Body Wash Gel compare to cleansing oils? (3/3)

Key characteristics for a body cleanser for dry/eczematic skin

Bepanthen® SensiControl Gentle Body Wash

Traditional cleansing oil

	Bepanthen® SensiControl Gentle Body Wash	Traditional cleansing oil	
Tolerability/Mildness	Soap-free	YES (Formula)	YES
	Mildness of the surfactants <i>Mildness means a reduced tendency to cause protein and lipid denaturation in the stratum corneum¹</i>	YES (only mild surfactant)	Not all
	Acidic pH/skin-like pH (5.5) <i>High pH causes swelling of the stratum corneum, which allows unwanted deeper penetration of the soap into the skin, possibly causing irritation and itching, dehydration and a feeling of tightness in the skin¹</i>	YES pH 5–5.5	Not all (higher pH due to oil)
	Free from potential irritants, perfume, preservatives, allergens	YES (Formula)	Not all
	Scientific evidence of the tolerability in intended population (atopic-prone skin including infants)	YES (Clinical studies: well tolerated) ²	Not all
Benefit/Sensory	Product easy to rinse <i>Surfactants should not remain on the skin longer than necessary¹</i>	YES 97% infants ³ ; 91% ⁴ adults say it rinses off easily	Not all
	Contains moisturising ingredient (can leave behind a moisturising residue ¹)	YES Glycerin, Pro-Vit B5, Pentavitin®	YES
	Product pleasant to use	YES 85% ³ and 82% ⁴ satisfied by the product	YES
	Scientific evidence from clinical studies of the product’s effect on the skin barrier	YES Provided a significant moisturising effect without affecting skin pH, barrier function or the skin microbiome	?

References: 1. Draelos ZD. The science behind skin care: Cleansers. *J Cosmet Dermatol* 2018;17:8–14. 2. Peltier E, et al. *J Cosmet Dermatol* 2022;21:3859–66. 3. Agreement based on questionnaire from children cosmetic study IMPACT 21762. At least daily application of the cream and at least 2-3 times weekly use of the wash over 4 weeks. N=3. Combination of the top 3 boxes of the 7-point scale. 4. Agreement based on questionnaire from adult cosmetic study IMPACT 21763. Number of applications was free. N=44. Combination of the top 3 boxes of the 7-point scale.

5.4

Preference Stage



[BACK TO CONTENTS](#)

Moving Dermatologists up the adoption pathway



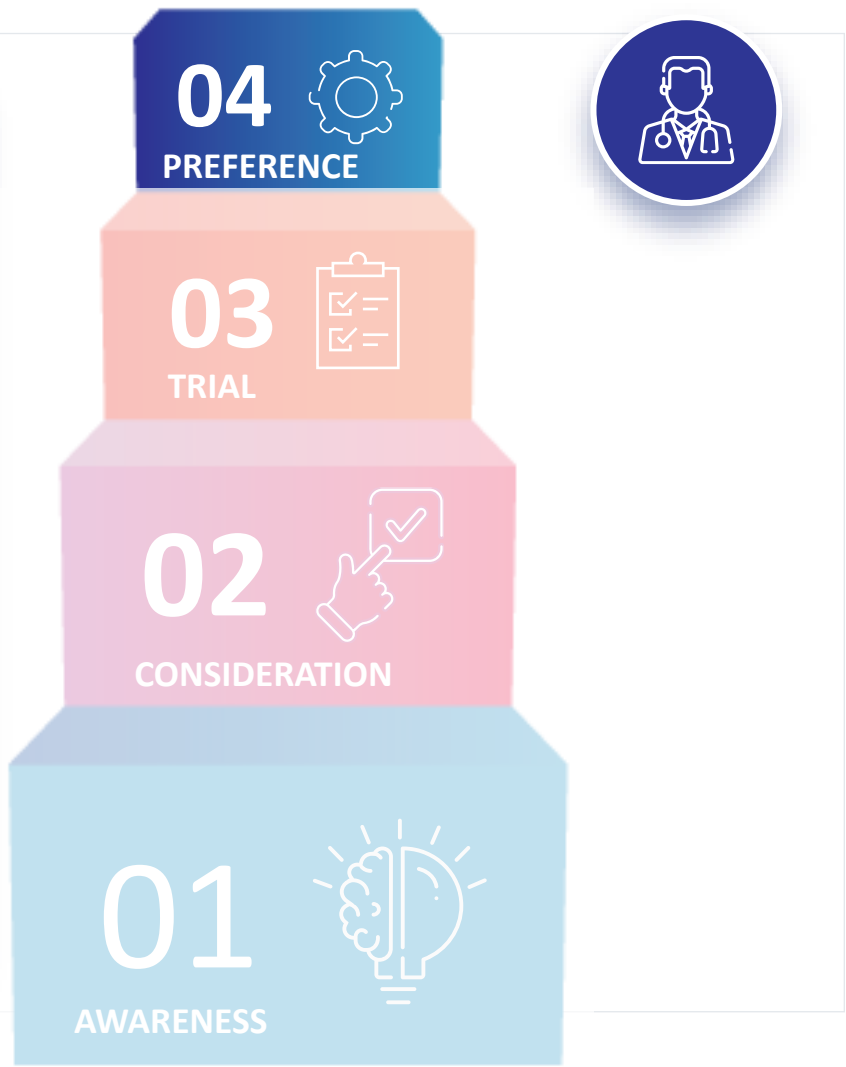
At this final detailing stage, we assume that Dermatologists are **satisfied with the results they are seeing with Bepanthen® EMS.**



We want Bepanthen® to become their preferred Brand for all their patients with mild-to-moderate atopic eczema. We will focus detailing on the whole Bepanthen® EMS range, that offers a complete repertoire of products that **provide a solution at every stage of atopic eczema.**



In this preference stage, we will focus the detailing on the whole Bepanthen® EMS range.



Moving Dermatologists up the adoption pathway

DERMATOLOGIST THINKS

MEDICAL REP SAYS

Target: Aware	I already have certain products that I recommend to my patients with atopic eczema. What makes your new range different?	Bepanthen® EMS is a holistic range that provides science-driven solutions for your patients with mild-to-moderate atopic eczema and atopic-prone skin. For example, SensiControl Daily Moisturising Cream is a daily emollient that is clinically proven to keep skin flare-free for up to 3 months. It also contains a prebiotic to support a healthy skin microbiome. This is just one product in our Bepanthen EMS – a complete repertoire to help your patients manage their atopic eczema.	Message to drive Aware
Now: Aware Target: Consider	I already have solutions to tackle my patient’s flares. What else can you offer that can work alongside these solutions and will further relieve my patients from the symptoms of flares so that they can carry on with their normal lives?	The Bepanthen® EMS includes SensiCalm Itch Relief Cream, our steroid-sparing cream that can be used as a standalone treatment or to complement your preferred treatment option, and effectively relieves itch, helps the skin barrier regenerate, and tackles flares.	Message to drive Consider
Now: Consider Target: Trial	I am recommending the itch relief cream and the daily moisturiser for many of my atopic eczema patients. What else can the range offer?	As well as treatment and moisturisation, the range includes SensiControl Gentle Daily Body Wash, a new formula with mild cleansing agents developed specifically for atopic eczema-prone skin. It maintains the natural skin barrier, provides hydration starting in the shower and supports a healthy skin microbiome.	Message to drive Trial
Now: Trial Target: Preference	Compliance is an issue for atopic eczema patients. How can your range improve this and ensure long-term control?	I understand that atopic eczema is a complex condition, but patients want a simple solution. The Bepanthen® EMS provides a trio of complementary products that are non-greasy and easy to apply, and cover everything your patients need to proactively manage their atopic eczema – from a cortisone-free flare treatment to a long-term emollient, and a gentle wash for everyday use.	Message to drive Preference



Detailing the Preference stage



JOB TO BE DONE



INSIGHT & BENEFIT



REASONS TO BELIEVE



CALL TO ACTION



OBJECTION HANDLING



House of Evidence

"A simple solution to a complex condition"

1.1 Effective synergistic approach

- 1.1.1 The Bepanthen® Eczema Management System is clinically proven to provide symptom relief, long-lasting control and improved quality of life in patients with mild-to-moderate eczema and atopic-prone skin
- 1.1.2 The Bepanthen® Eczema Management System offers a holistic solution for both atopic lesional (mild-to-moderate cases) and atopic non-lesional skin
- 1.1.3 The Bepanthen® Eczema Management System supports a healthy microbiome

1.3 Bepanthen® heritage

- 1.3.1 Bepanthen® is a globally trusted Brand that specialises in the management of atopic eczema and has over 75 years of expertise in medicated skincare and skin healing

1.2 A simple solution

- 1.2.1 The Bepanthen® Eczema Management System provides a simple regimen for atopic eczema that includes treatment, moisturisation and cleansing

1.4 Safe and convenient

- 1.4.1 The Bepanthen® Eczema Management System is a simple regimen that can be used on infants, children and adults

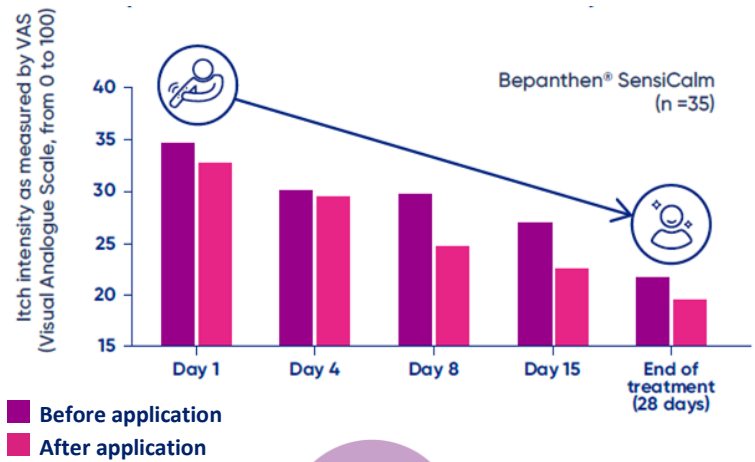


The Bepanthen® Eczema Management System is clinically proven to provide symptom relief, long-lasting control and improved quality of life in patients with mild-to-moderate eczema and atopic-prone skin

Calm

SensiCalm Itch Relief Cream
Fast soothing of itch

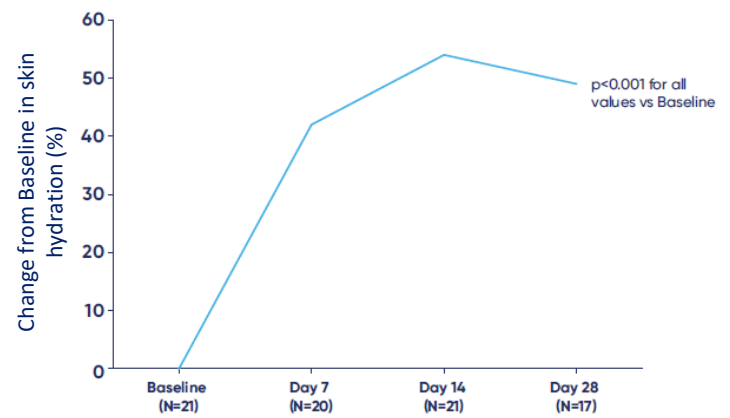
Rapid itch relief and a decrease in intensity over time¹



Control

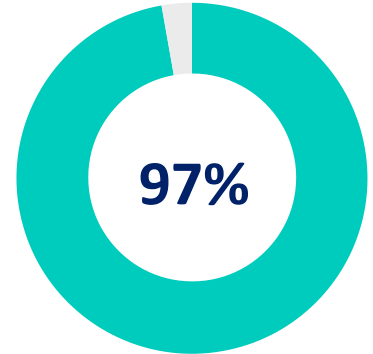
SensiControl Daily Moisturising Cream
Long-lasting, intensive moisturisation of eczema-prone skin

Skin hydration changes over course of study²



Cleanse

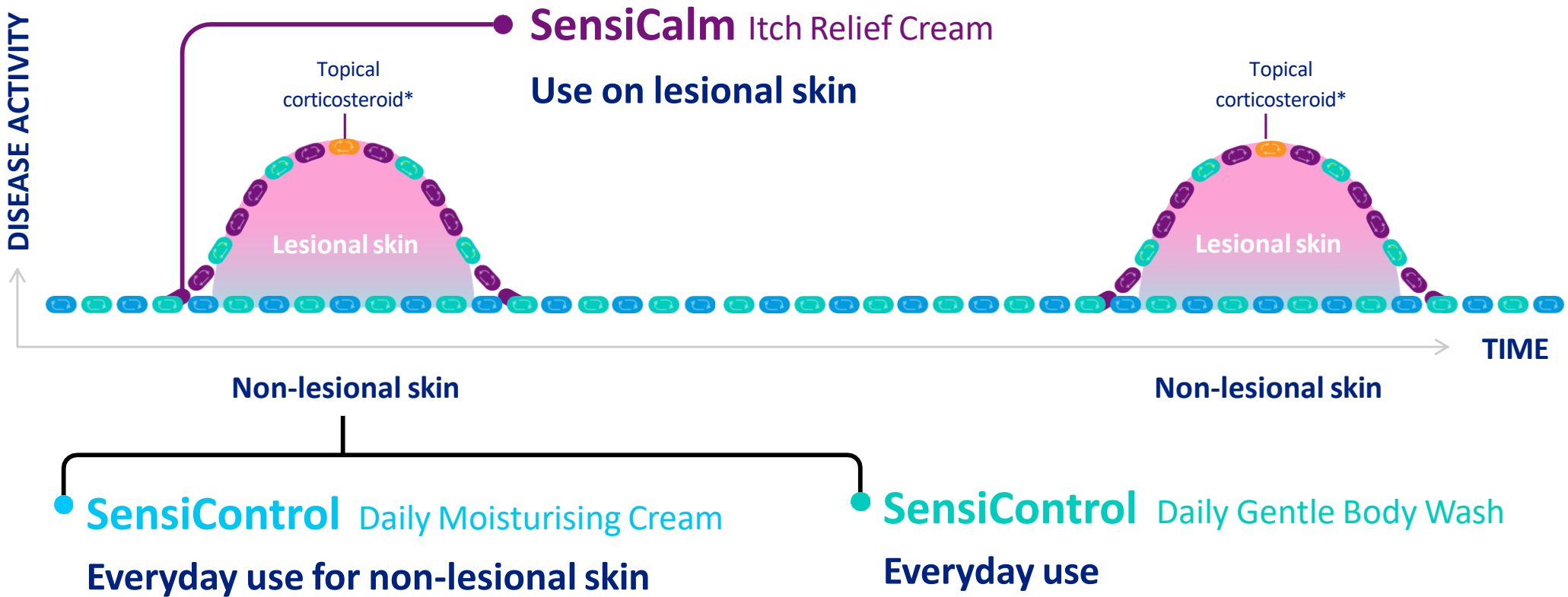
SensiControl Daily Gentle Body Wash
Gentle daily cleansing of eczema-prone skin



of parents agreed that Bepanthen® SensiControl Daily Gentle Body Wash Gel effectively cleans without irritating their baby's/child's sensitive/eczema-prone skin³



The Bepanthen® Eczema Management System offers a holistic solution for both atopic lesional (mild-to-moderate cases) and atopic non-lesional skin



1.1.2

*A topical corticosteroid might be required.



The Bepanthen® Eczema Management System supports a healthy microbiome

The skin is home to millions of bacteria, fungi and viruses that comprise the skin microbiome¹



A diverse microbiome is key for skin health¹



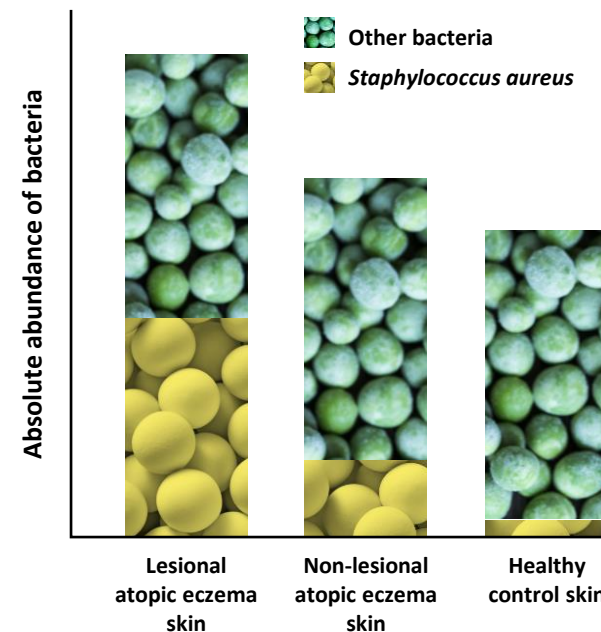
The microbiome has an essential role in protecting against invading pathogens¹



An unbalanced microbiome plays a role in disease progression and may influence the response to treatment²



In atopic eczema, *Staphylococcus aureus* commonly colonises the skin and contributes to the development and exacerbation of the disease³



Absolute abundances of bacteria in atopic (AD) skin and healthy skin. Bacterial densities are significantly greater on AD lesional skin compared with healthy control skin, which mainly is due to significantly increased abundances of *S. aureus* in AD lesional skin. *S. aureus* absolute abundances are also increased in AD non-lesional skin, but not as much as in lesional skin.⁴

It has been suggested that emollients containing ingredients that support the skin microbiome present as good therapeutic or preventive approaches to atopic eczema^{2,4}

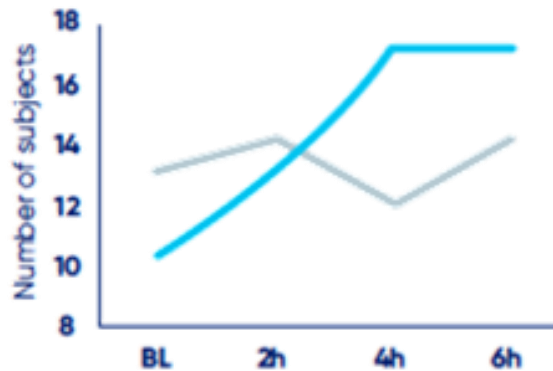


The Bepanthen® Eczema Management System supports a healthy microbiome

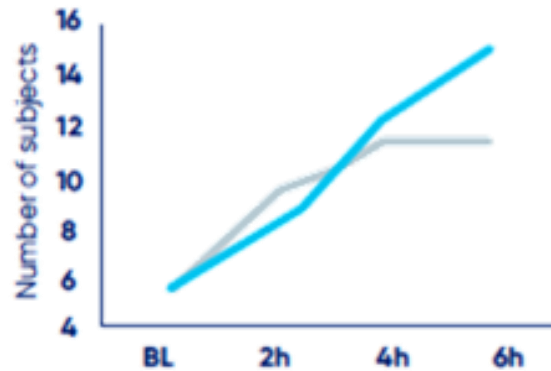
Both Bepanthen® SensiControl Daily Moisturising Cream and Daily Gentle Body Wash contain an alpha-glucan oligosaccharide, a prebiotic that supports beneficial skin bacteria and skin microbiome diversity¹⁻³

Bepanthen® SensiControl Daily Moisturising Cream

Micrococcus species
(Beneficial)



Corynebacterium species
(Beneficial)



● Untreated

● Treated with Bepanthen® SensiControl Daily Moisturising Cream

Bepanthen® SensiControl Daily Gentle Body Wash

Two clinical studies have shown that the use of Bepanthen® SensiControl Daily Gentle Body Wash did not affect the skin microbiome.



Adults with a history of dry skin: Application of Bepanthen® SensiControl Daily Gentle Body Wash vs water control over 4 weeks (N=44) showed **no significant impact on the skin pH value or skin microbiome**



Infants with mild-to-moderate atopic eczema: Application of Bepanthen® SensiControl Daily Gentle Body Wash over 4 weeks vs water control (N=33) showed **no significant impact on the skin microbiome**



The Bepanthen® Eczema Management System provides a simple regimen which includes treatment, moisturization and cleansing products



Calm

SensiCalm Itch Relief Cream

Fast soothing of itch and regeneration of the skin barrier during a flare

Control

SensiControl Daily Moisturising Cream

Long-lasting, intensive moisturization of eczema-prone skin and strengthening of the skin barrier

Cleanse

SensiControl Daily Gentle Body Wash Gel

Gentle daily cleansing of eczema-prone skin

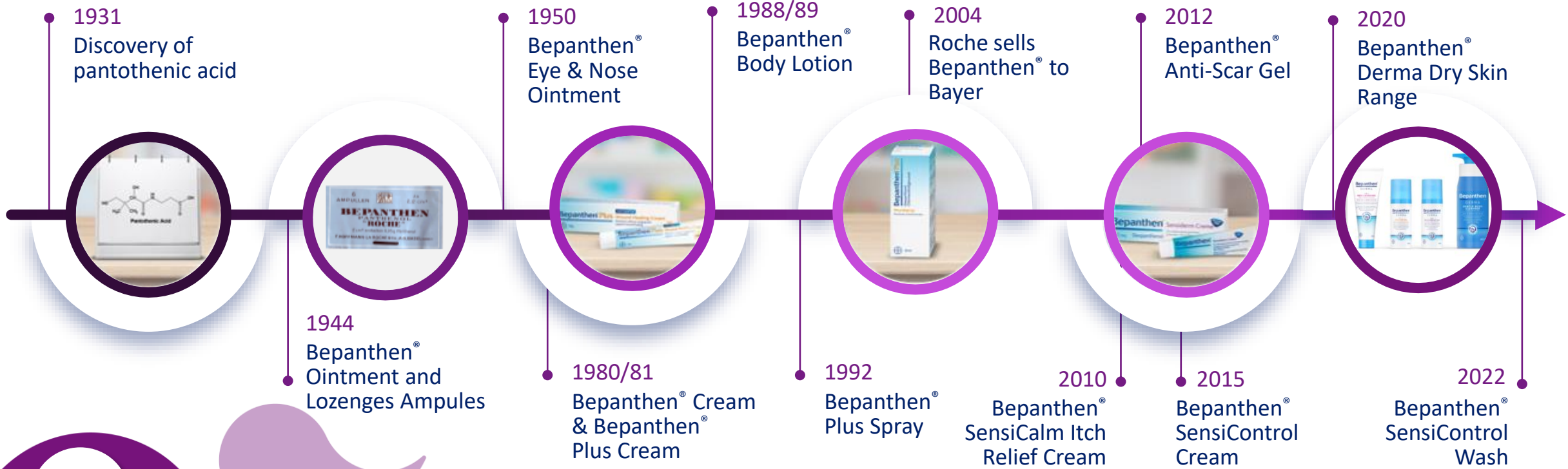
A simple solution to a complex condition



Bepanthen® is a globally trusted Brand that specialises in the management of atopic eczema and has over 75 years of expertise in medicated skincare and skin healing

For decades, Bepanthen® has been a **well-established, trusted, credible brand with expertise in skin healing**

Bepanthen® Ointment was launched in 1944. Since then the brand has expanded, and now it is the **number one global brand in medicated skincare**





Bepanthen® is a globally trusted Brand that specialises in the management of atopic eczema and has over 75 years of expertise in medicated skincare and skin healing

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years of expertise



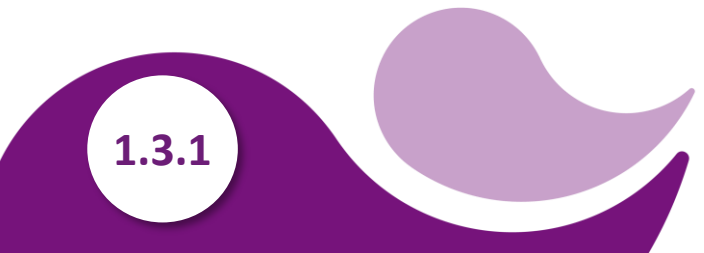
11 clinical studies



Recommended by HCPs, adults and parents



8 scientific publications





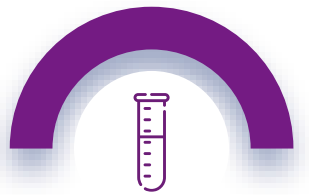
The Bepanthen® Eczema Management System is a simple regimen that can be used on infants, children and adults

- Science-based formulations for every stage of atopic eczema
- A simple regimen that is suitable for the whole family – infants, children and adults





Why consider Bepanthen® Eczema Management System?



SUPPORTS THE SKIN

Science-driven formulations that effectively tackle flares and reduce itch, support the skin's microbiome, keep skin flare free, and improve quality of life



PROVIDES HOLISTIC CARE

The Bepanthen® Eczema Management System includes treatment, moisturisation and cleansing, delivering a complete repertoire of products to help your patients manage their eczema



DEVELOPED BY EXPERTS

Produced by a company with over 75 years' expertise in skin healing

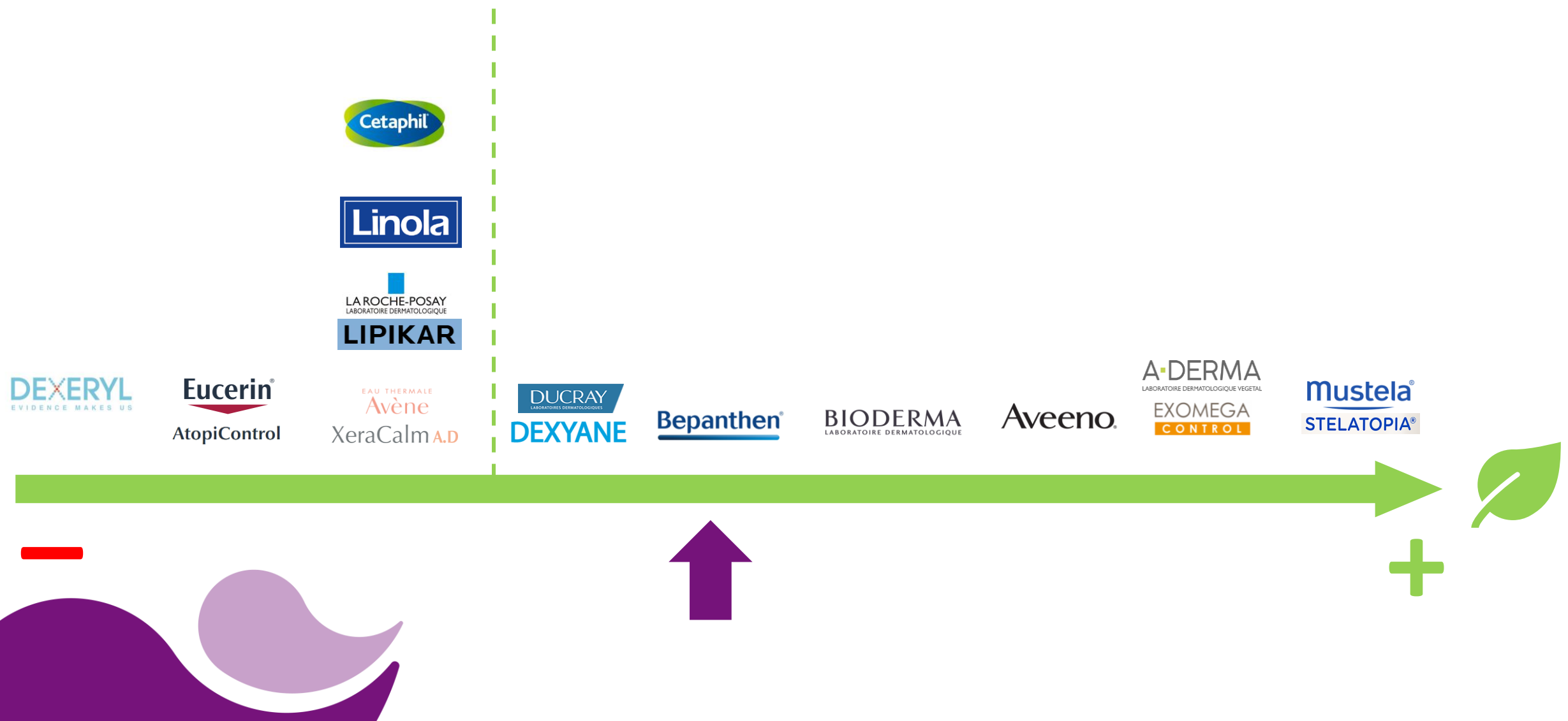


The Bepanthen® Eczema Management System offers a simple solution to a complex condition



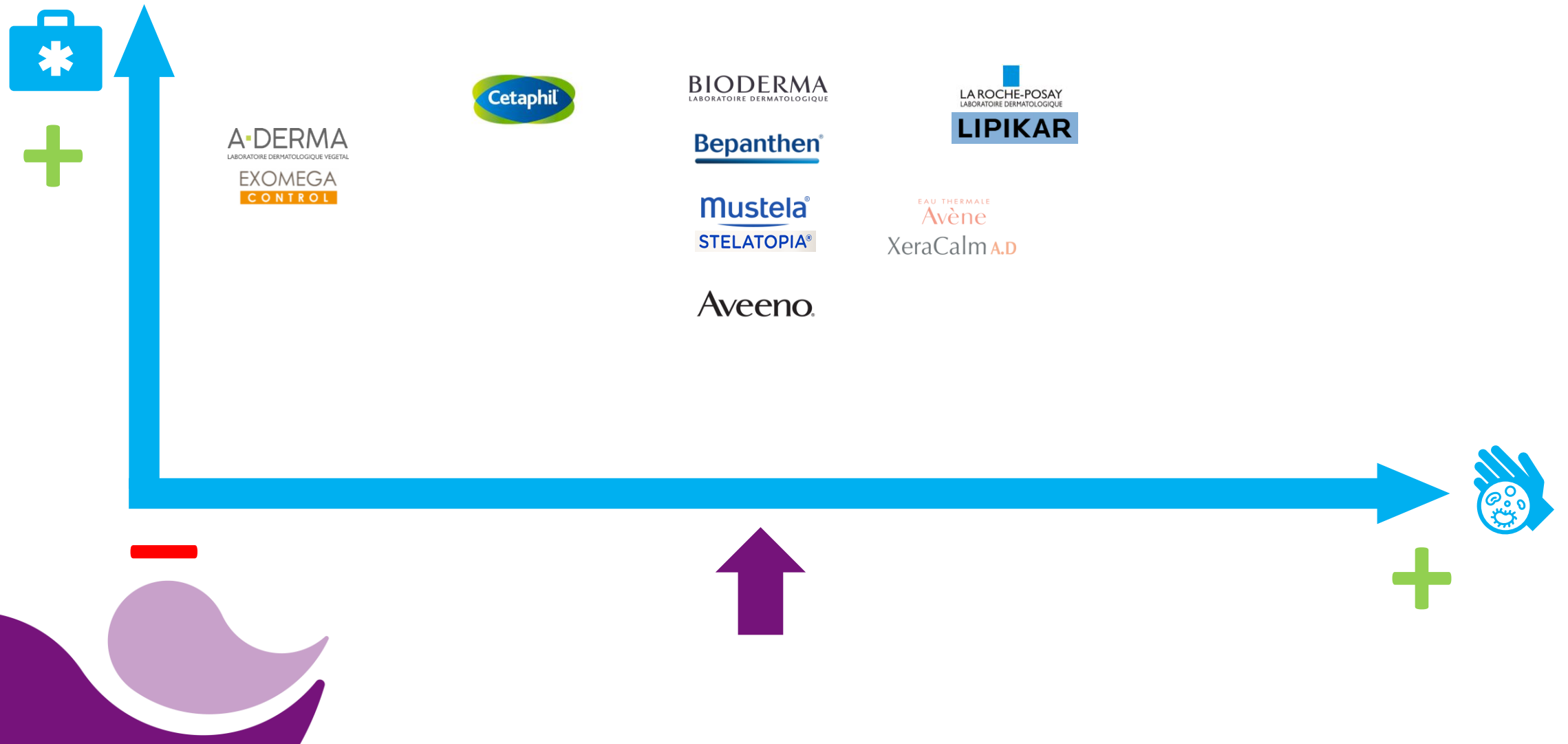


How does the Bepanthen® EMS compare to its competitors in terms of 'naturalness'?



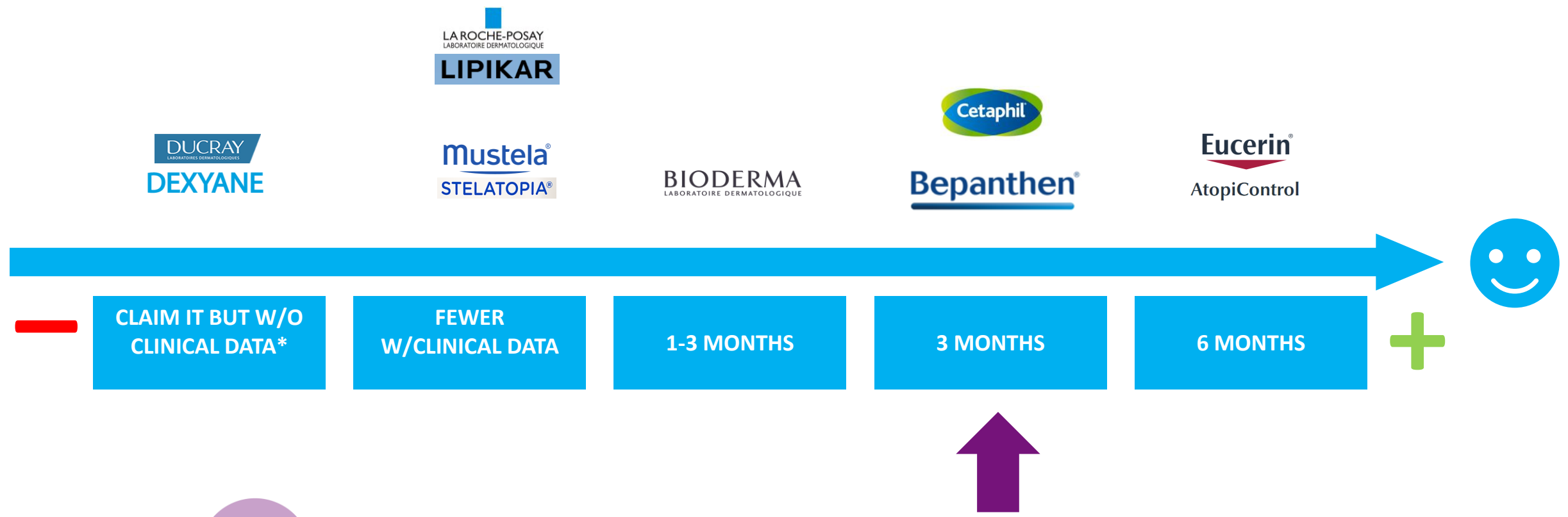


How does the Bepanthen® EMS compare to its competitors in terms of 'microbiome support' vs 'medicated/beauty'?





How does the Bepanthen® EMS compare to its competitors in terms of 'flare-free period'?



*Or not found neither on-pack or on their public communication channels



How does Bepanthen® EMS compare to the Bepanthen® Derma dry skin range?

	SensiCalm Itch Relief Cream (medical device)	SensiControl Daily Moisturising Cream (cosmetic)	Derma Dry Skin Products (cosmetic)
Target population	Consumers with acute eczema* (mild-to-moderate)	Consumers with eczema*-prone skin (non-lesional skin)	Consumers with dry, very dry, sensitive and/or diabetic skin
Fundamental medical need	Repair the damaged skin barrier and relieve the symptoms of an eczema* flare (dryness, redness, itch)	Strengthen the skin barrier to prolong flare-free period	Provide immediate and long-lasting skin hydration to relieve signs of dry skin (dryness, tightness, skin appearance)
Product positioning	Targeted eczema* treatment	Daily eczema* control/management	Daily dry skin management
Formulated for	Eczema* skin	Eczema*-prone skin	Dry, very dry, sensitive and/or diabetic skin
Galenic	Lamellar emulsion (Mimics the lipids structure to better embed within epidermis)	Lamellar emulsion (Mimics the lipids structure to better embed within epidermis)	Oil in water emulsion (sensory performance and readily moisturises the skin)
Key ingredients	<ul style="list-style-type: none"> • LLT (Lamellar Lipid Technology) • Dexpanthenol (3.5%) • Humectants • Natural Moisturising Factor 	<ul style="list-style-type: none"> • Vitamin B5 (2.5%) • Vitamin B3 • Humectants • LLT • Prebiotic 	<ul style="list-style-type: none"> • Vitamin B5 (2.5%) • Vitamin B3 • Physiologic lipids • Non-physiologic lipids • Glycerin
Key product benefits	Relieves eczema* symptoms (dryness, redness) and itch in 30 min	Spaces out eczema* flares for up to 3 months	<ul style="list-style-type: none"> • Immediate and 48h long-lasting hydration for soft and smooth skin • Restores skin barrier function to prevent recurrence of dryness • Instantly soothes and calms itchy dry skin (from 1st application)
The POD	LLT and high dexpanthenol concentration deliver the skin barrier repair	Reinforces the 3 skin layers of protection (microbiome, physical and biochemical) for a stronger skin barrier	Addresses the disturbed epidermal differentiation – the root cause of dry skin protecting against recurrent dryness

* Atopic dermatitis, atopic eczema, neurodermatitis.

6.

Summary

This **HCP Communication Strategy** provides a framework for you to activate our messaging in eczema to best engage with your local healthcare professionals.



The tool was created with Dermatologists as the primary audience in mind, as **Dermatologists have been identified as the most important HCP influencers in atopic eczema and the most consulted HCP for eczema**



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Summary of communication strategy

The communication strategy for Dermatologists is structured according to the 4 stages of the adoption path



In the **Awareness** phase, we want to inform the Dermatologist about the Bepanthen® EMS by detailing the Daily Moisturising Cream, an Emollient Plus proven for the long-term management of atopic eczema



In the **Consideration** phase, we want to extend their knowledge of the Bepanthen® EMS to encourage them to recommend it instead of other eczema products



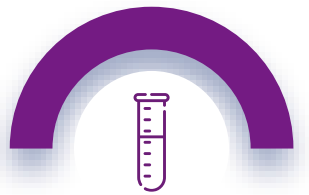
In the **Trial** phase, we want Dermatologists who are recommending the Bepanthen® EMS to some of their patients to expand this population, by detailing the final product in the range



In the **Preference** phase, we want Dermatologists to consider the Bepanthen® EMS as their preferred brand for all their patients with mild-to-moderate atopic eczema



Summary of Bepanthen® EMS key reasons to believe



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Science-driven formulations that effectively tackle flares and reduce itch, support the skin's microbiome, keep skin flare free, and improve quality of life



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For more information, contact
Sara N. Gutiérrez

