

**Bepanthen<sup>®</sup>**



**Bepanthen<sup>®</sup> EMS Content Modules**

### 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<sup>®</sup> 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<sup>®</sup> SensiControl Daily Moisturising Cream is clinically proven to keep skin free from flares for up to 3 months.**

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



4.0%

VS



14.5%

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

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

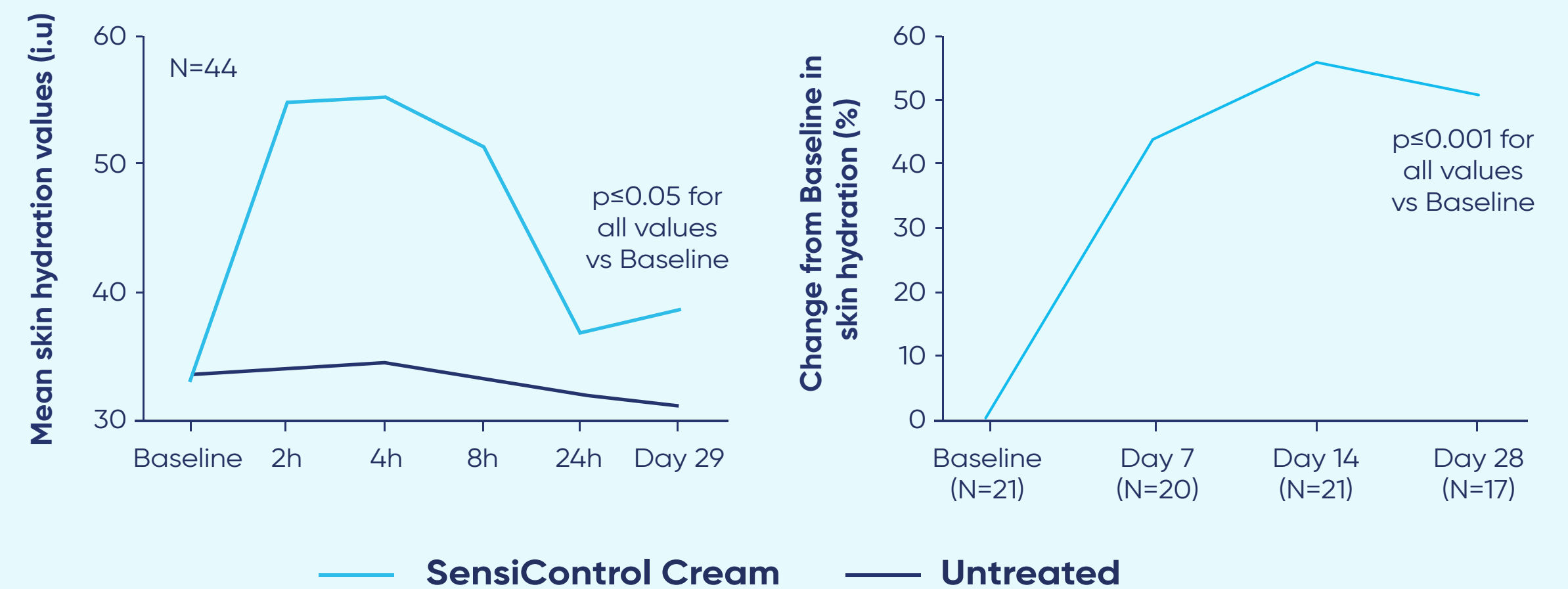
In atopic eczema there is a decrease stratum corneum hydration.<sup>1</sup>

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

Bepanthen® SensiControl significantly increased skin hydration in adults within 2 hours. Levels were maintained over 4 weeks<sup>2</sup>

Twice daily use of Bepanthen® SensiControl achieved maximum skin hydration in infants within 2 weeks of use<sup>2</sup>

### Skin hydration changes over course of study



i.u., instrumental units.

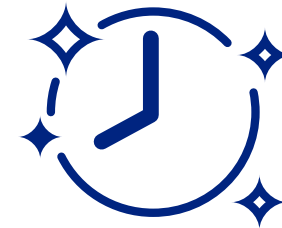
References: 1. Edslev SM et al. *Acta Dermato Venereol* 2020;100:358–66. 2. Stettler H et al. *J Dermatolog Treat* 2017;28:251–7.

## 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 cause them to wake up.<sup>1</sup>

**Bepanthen® SensiControl Daily Moisturising Cream is clinically proven to offer at least 7 hours uninterrupted sleep, sustained for up to 3 months.<sup>2</sup>**

Use of Bepanthen® SensiControl Daily Moisturising Cream over 3 months improved pruritus, sleeplessness and measures of daily quality of life<sup>2</sup>



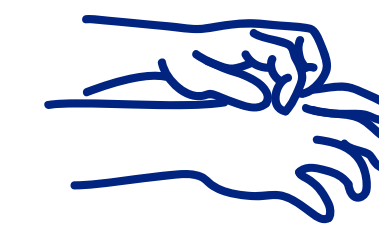
**≥7.7 hours**

average maximum duration of continuous sleep



**46%**

reduction in pruritus intensity\*



**20%**

reduction in number of subjects experiencing scratching†



**Stable**

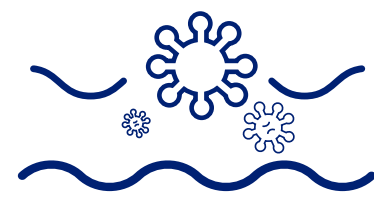
Sleeplessness scores of <1.0, indicating little/no sleeplessness

\*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<sup>®</sup> SensiControl Daily Moisturising Cream features a Derma-Defense Formula that addresses the specific needs of eczema-prone skin by acting across 3 skin barriers



### Microbiome Barrier

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



### Biochemical Barrier

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



### Physical Barrier

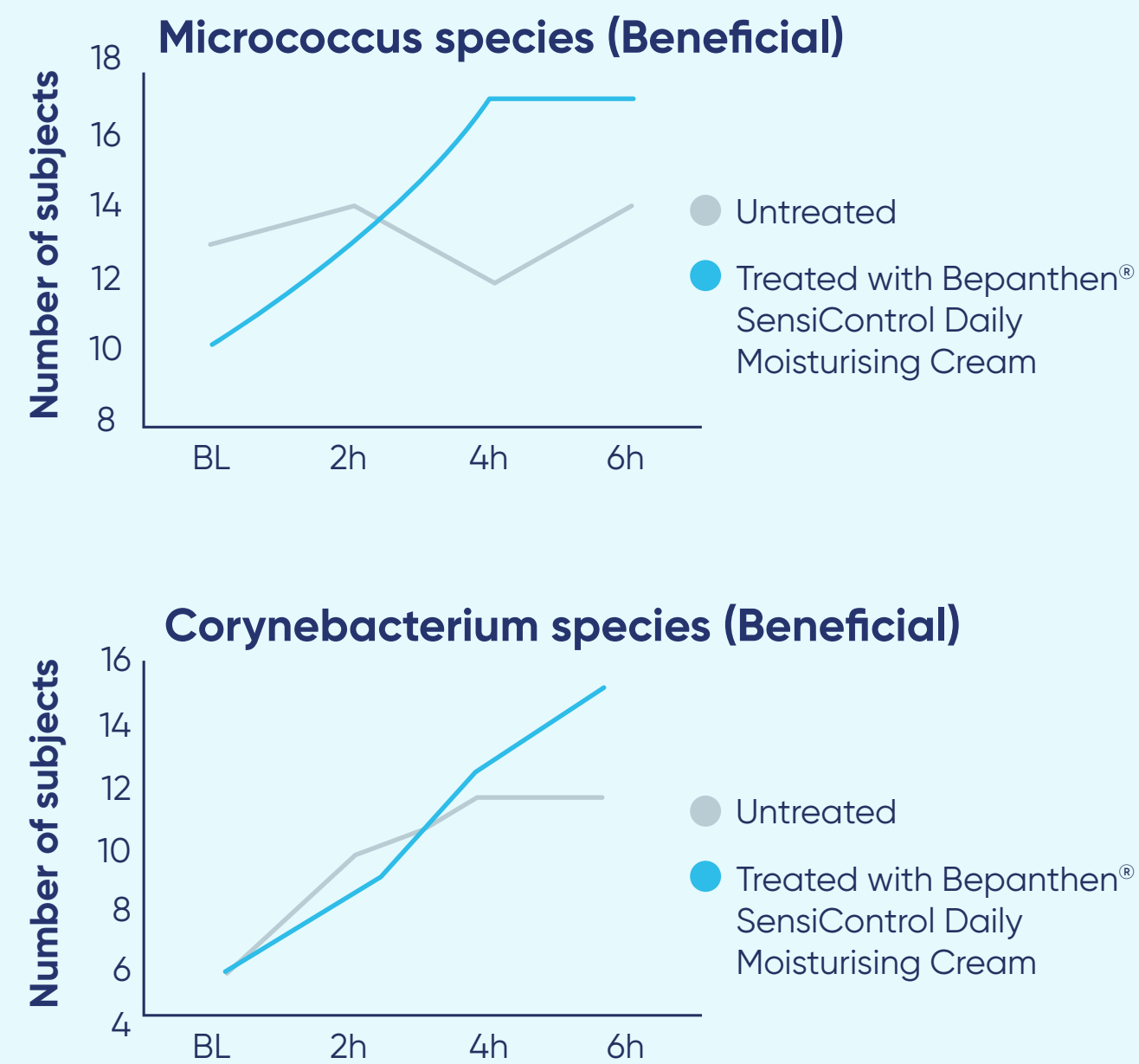
Strengthens the physical barrier with a special blend of lipids (**Lipid Lamellar Technology™**) and **natural lipids** (shea butter, seabuckthorn oil and limnanthes oil)

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

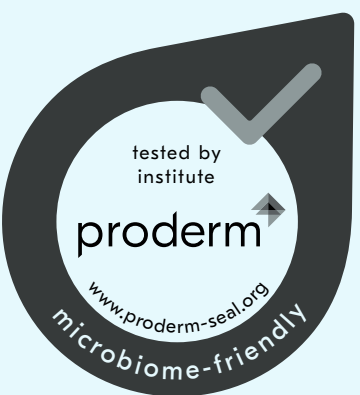
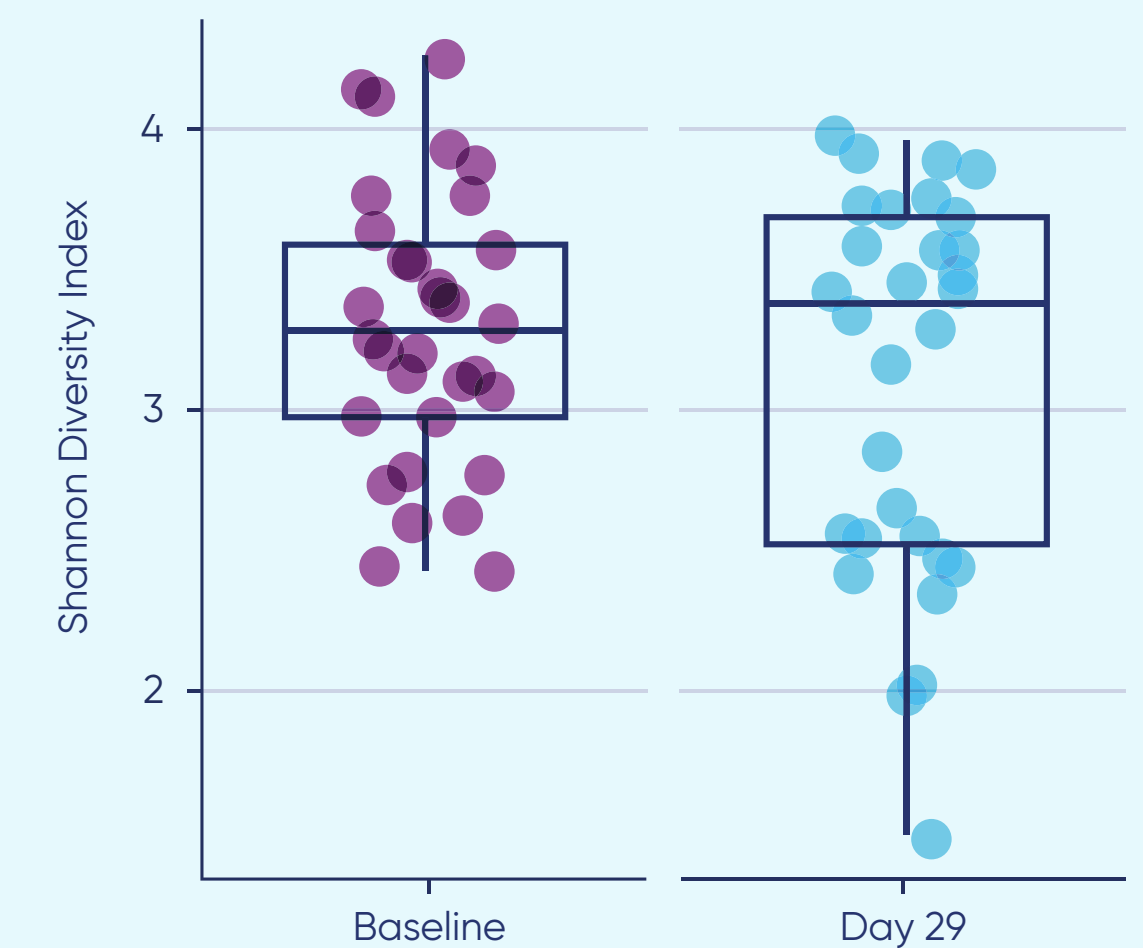
A diverse microbiome is key for skin health.<sup>1</sup> An unbalanced microbiome may increase the risk of atopic eczema, as well as play a role in disease progression and response to treatment.<sup>2</sup>

It has been suggested that emollients containing ingredients that support the skin microbiome represent a new therapeutic or even preventive approach to atopic eczema.<sup>2,3</sup>

**Bepanthen® SensiControl Daily Moisturising Cream contains an alpha-glucan oligosaccharide prebiotic to support the skin microbiome.<sup>2,4</sup>**



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



## The Bepanthen<sup>®</sup> 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<sup>®</sup> 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



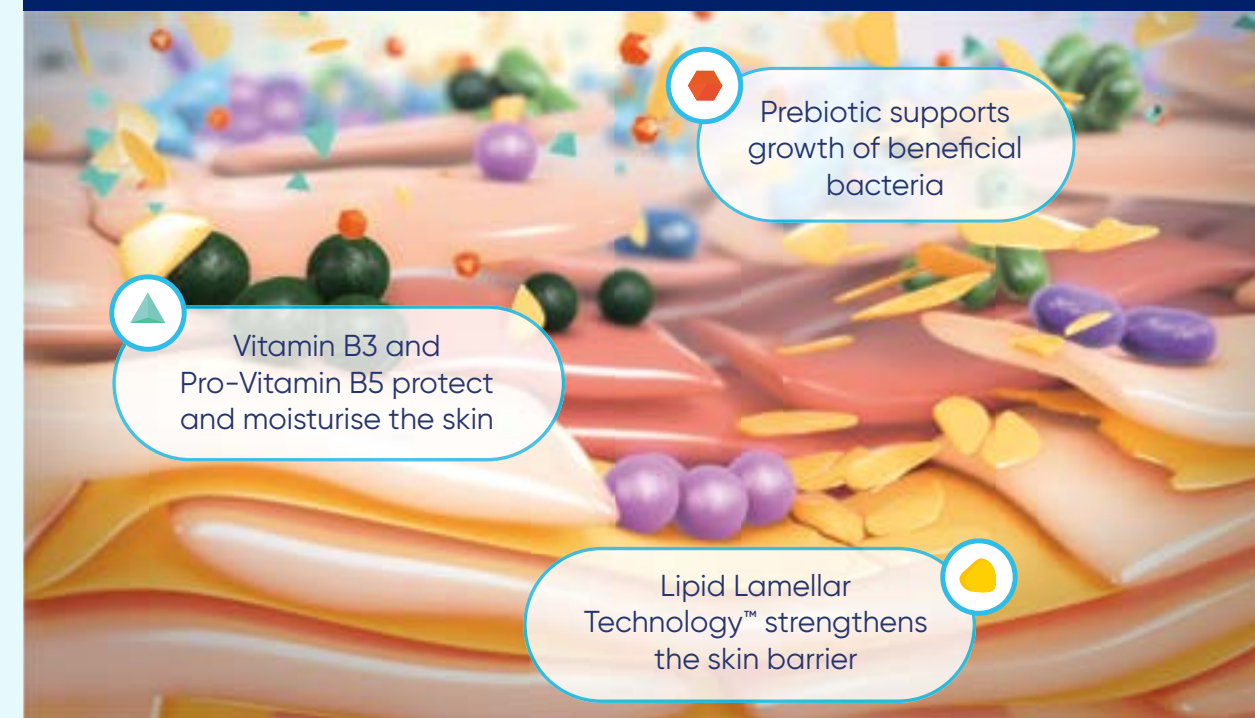
## The Bepanthen® SensiControl Daily Moisturising Cream Derma-Defense Formula strengthens the physical barrier with its unique Lipid Lamellar Technology™ featuring natural lipids

### Eczema-prone skin



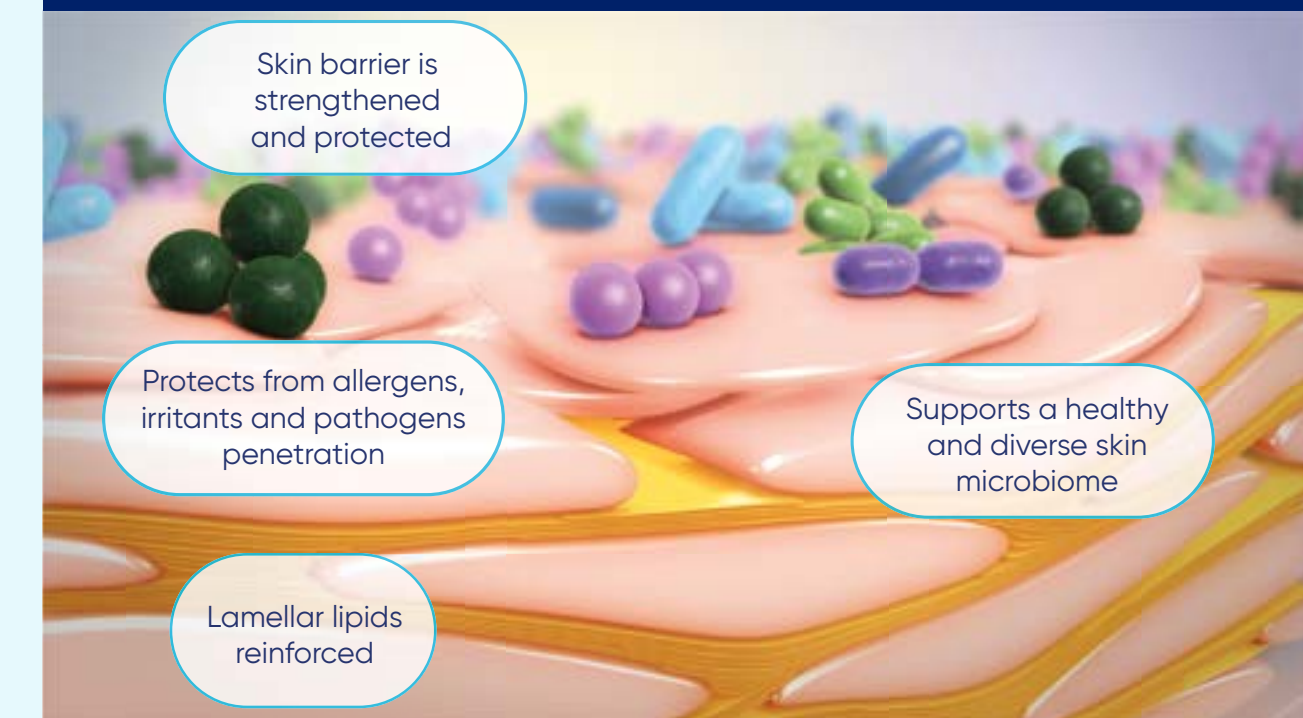
In eczema-prone skin, lamellar lipids that are usually arranged in layers in a tight configuration are shorter and broken. This creates gaps that allow water to escape and allergens, irritants and pathogens to penetrate the skin

### SensiControl Daily Moisturising Cream



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

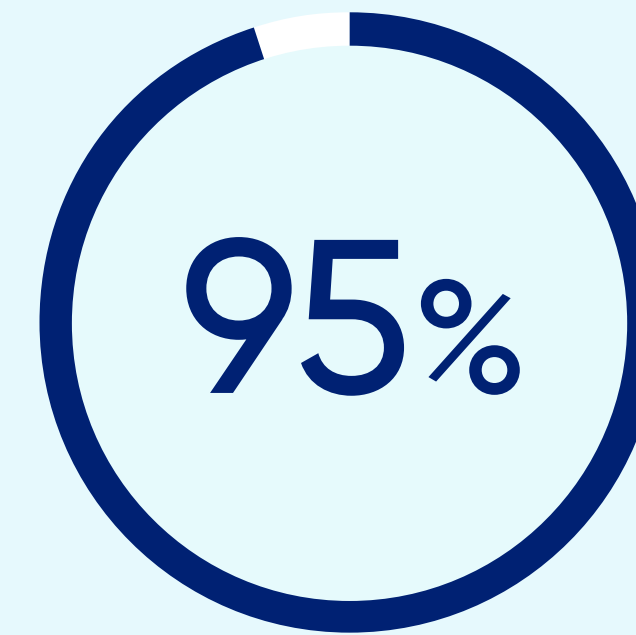
### Lamellar lipids reinforced



## Bepanthen<sup>®</sup> SensiControl Daily Moisturising Cream is highly rated by parents and adult users



General **appreciation**  
by parents<sup>1</sup>



General **appreciation**  
by adult users<sup>2</sup>

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

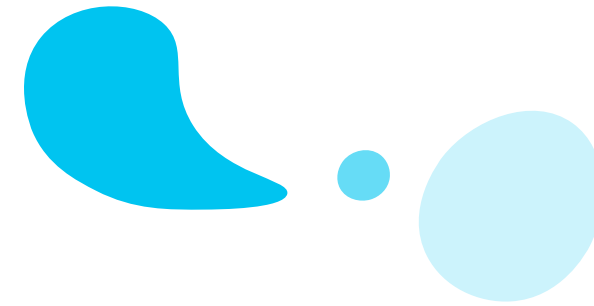
Bepanthen<sup>®</sup> SensiControl Daily Moisturising Cream is an **Emollient Plus** that provides long-lasting, intensive moisturisation of eczema-prone skin and strengthens the skin barrier.<sup>1</sup>

Bepanthen<sup>®</sup> SensiControl Daily Moisturising Cream has a non-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.**<sup>2,3</sup>

**Bepanthen<sup>®</sup>**



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

It is **safe to use on babies, children and adults**.<sup>1,2</sup>

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



### 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
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#### 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

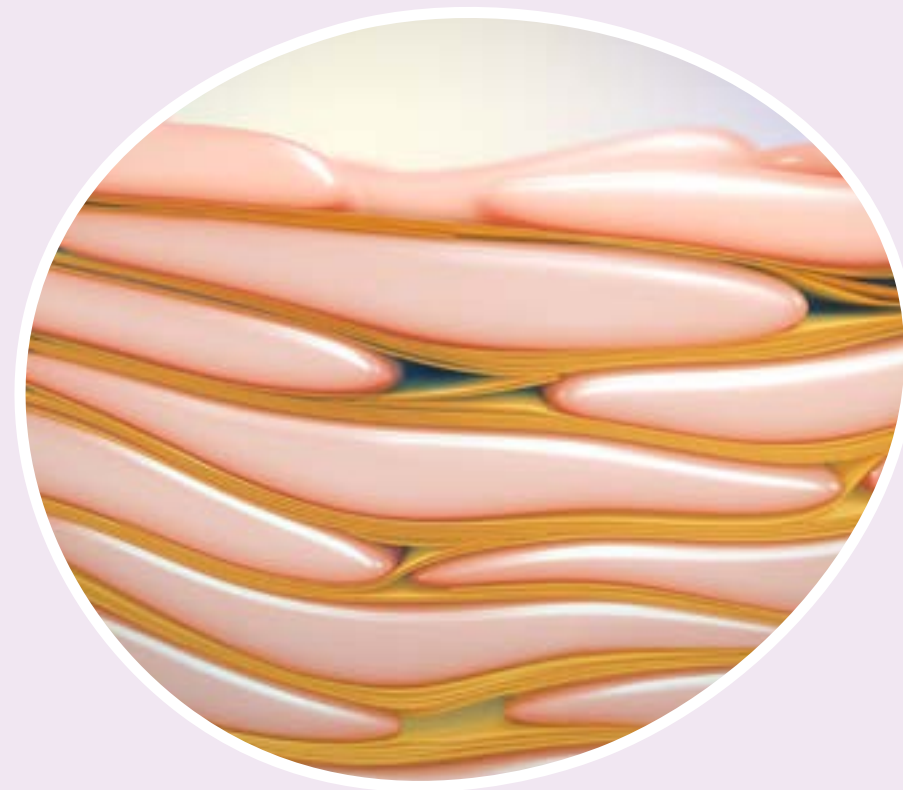
**Bepanthen<sup>®</sup> SensiCalm Itch Relief Cream has a unique cortisone-free formulation that relieves the symptoms of a mild-to-moderate atopic eczema flare by repairing the damaged skin barrier**

Bepanthen<sup>®</sup> SensiCalm Itch Relief Cream has a unique, cortisone-free formulation that repairs the skin in 3 ways:

- 1 Uses **Lipid Lamellar Technology**<sup>™</sup> to integrate and bind to lipids in damaged skin, restoring the skin barrier<sup>1</sup>
- 2 Delivers **3.5% panthenol** to increase hydration and strengthen the skin barrier<sup>1,2</sup>
- 3 Provides **physiological humectants** and **natural caring lipids** to moisturise the skin<sup>1</sup>



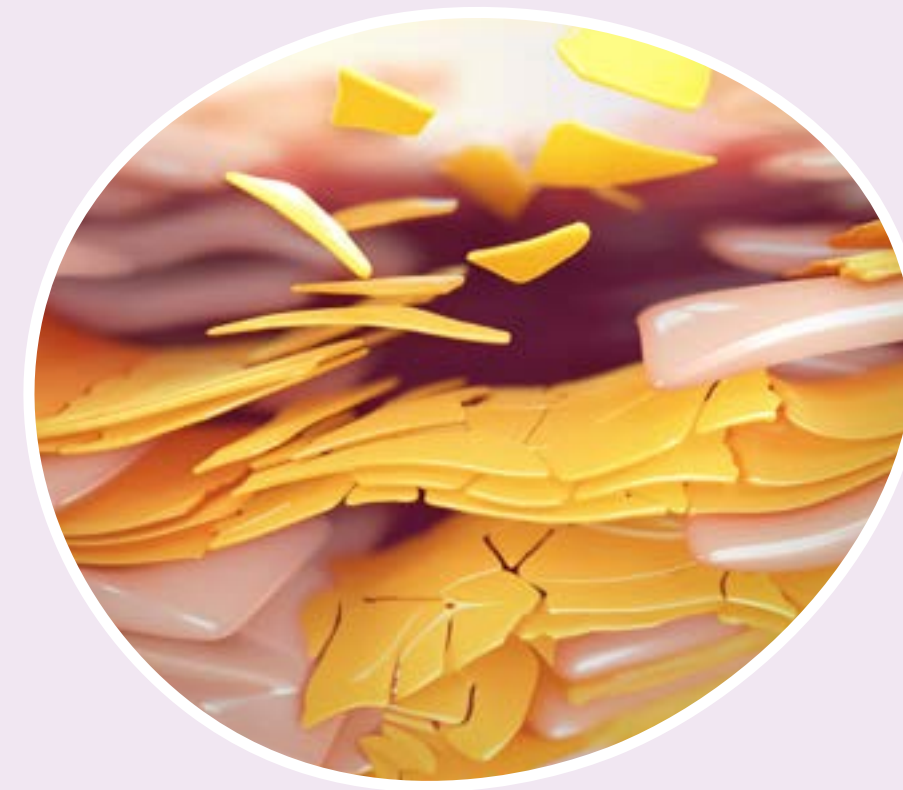
## Bepanthen® SensiCalm Itch Relief Cream features Lipid Lamellar Technology™, a special blend of skin-like lipids that can integrate and bind to lipids in damaged skin, restoring the skin barrier



In healthy skin, lamellar lipids are layered in a tight configuration, preventing moisture from escaping.<sup>1,2</sup>



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.<sup>1,2</sup>



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.<sup>3</sup>



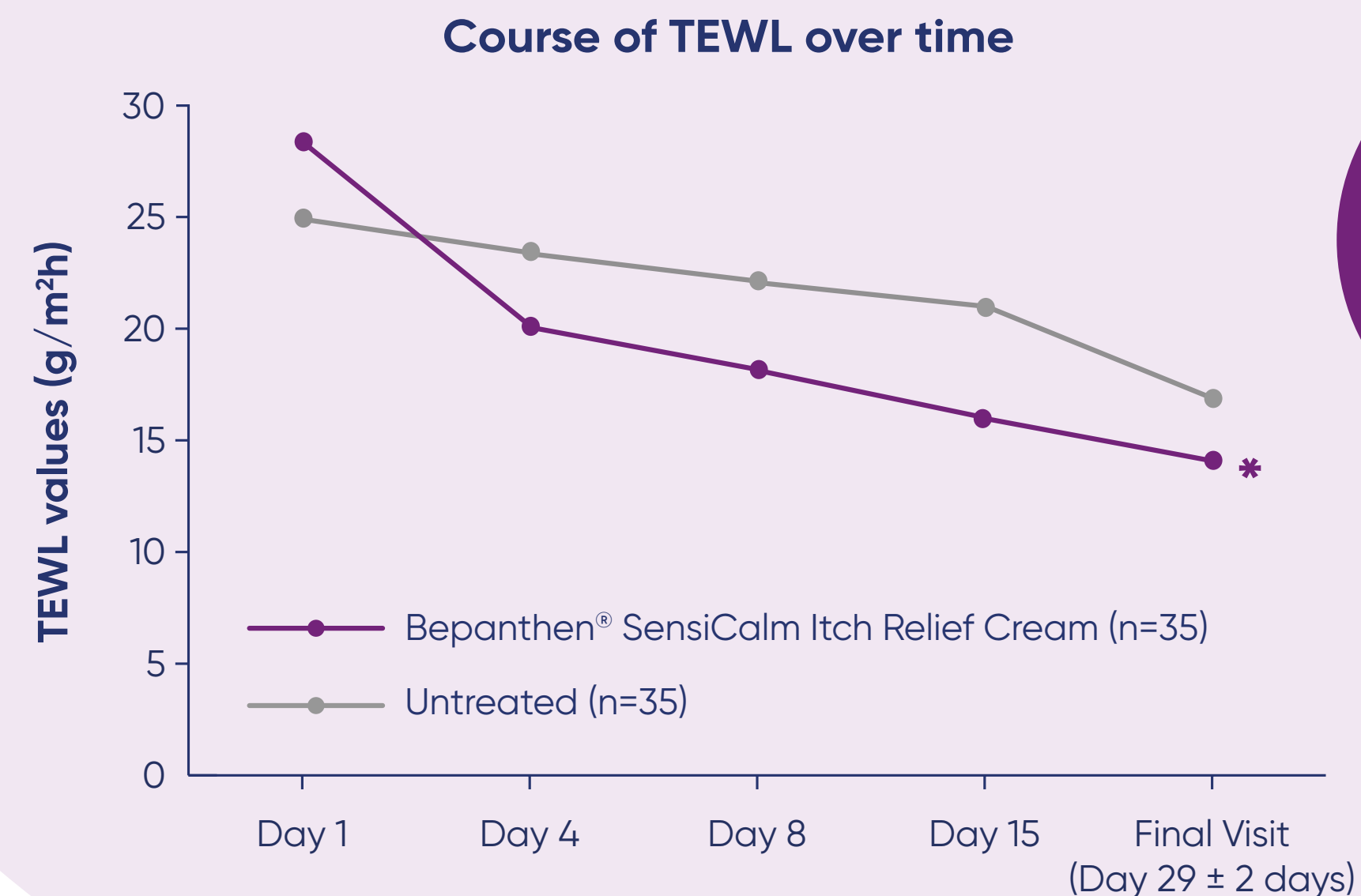
**Rebuilding and reorganising the skin barrier prevents water loss and the penetration of allergens, irritants and pathogens, providing relief from itching and reducing the urge to scratch**

**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:**

- 1 Panthenol (Pro-Vitamin B5)** – moisturises the skin barrier and provides optimal conditions for the natural regeneration process of the skin<sup>1</sup>
- 2 Glycerin** – supports water retention and long-lasting hydration<sup>2</sup>
- 3 Pentylene glycol** – a moisture-binding agent<sup>3</sup>
- 4 Sodium PCA** – a natural moisturising factor (NMF)

Bepanthen® SensiCalm treatment caused a decrease in TEWL, indicating skin barrier restoration<sup>4</sup>



**-48.7%**  
reduction in  
TEWL

\*Significant.

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

**References:** **1.** Prosch 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.

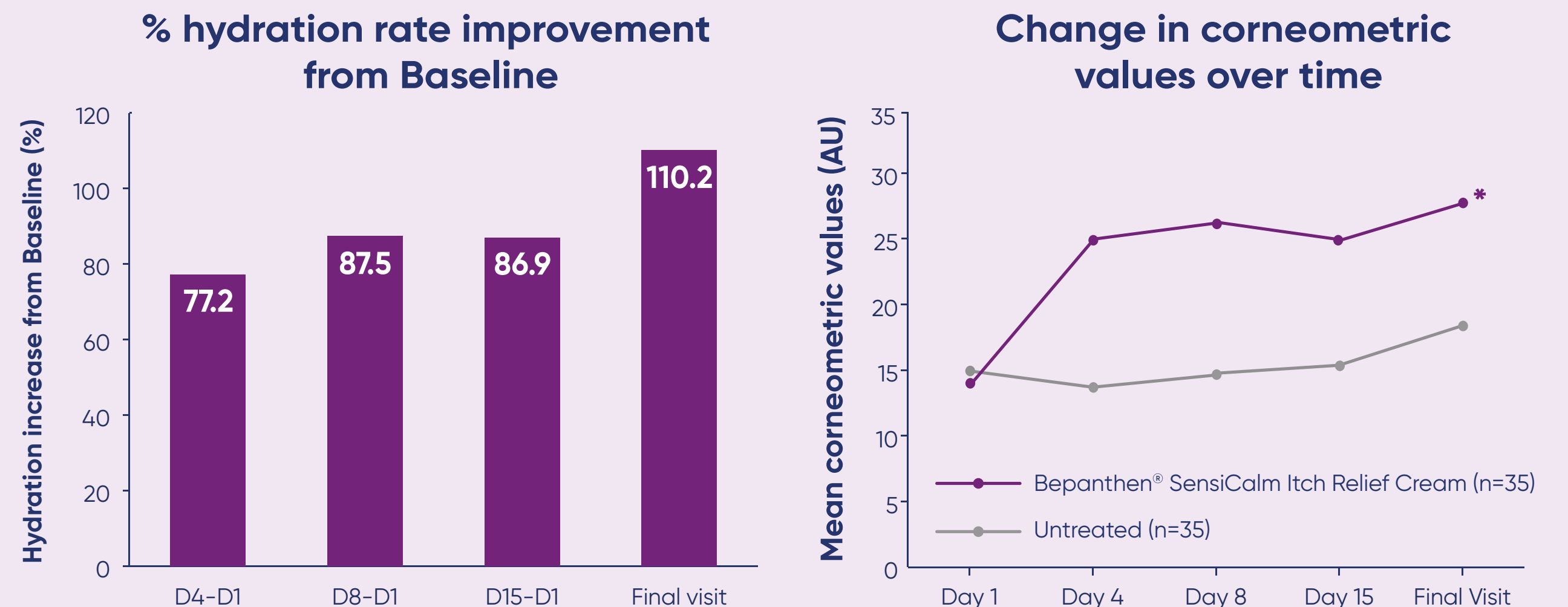
## Bepanthen® SensiCalm Itch Relief Cream provides moisturising ingredients and natural caring lipids

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 days<sup>1</sup>



AU, arbitrary unit.

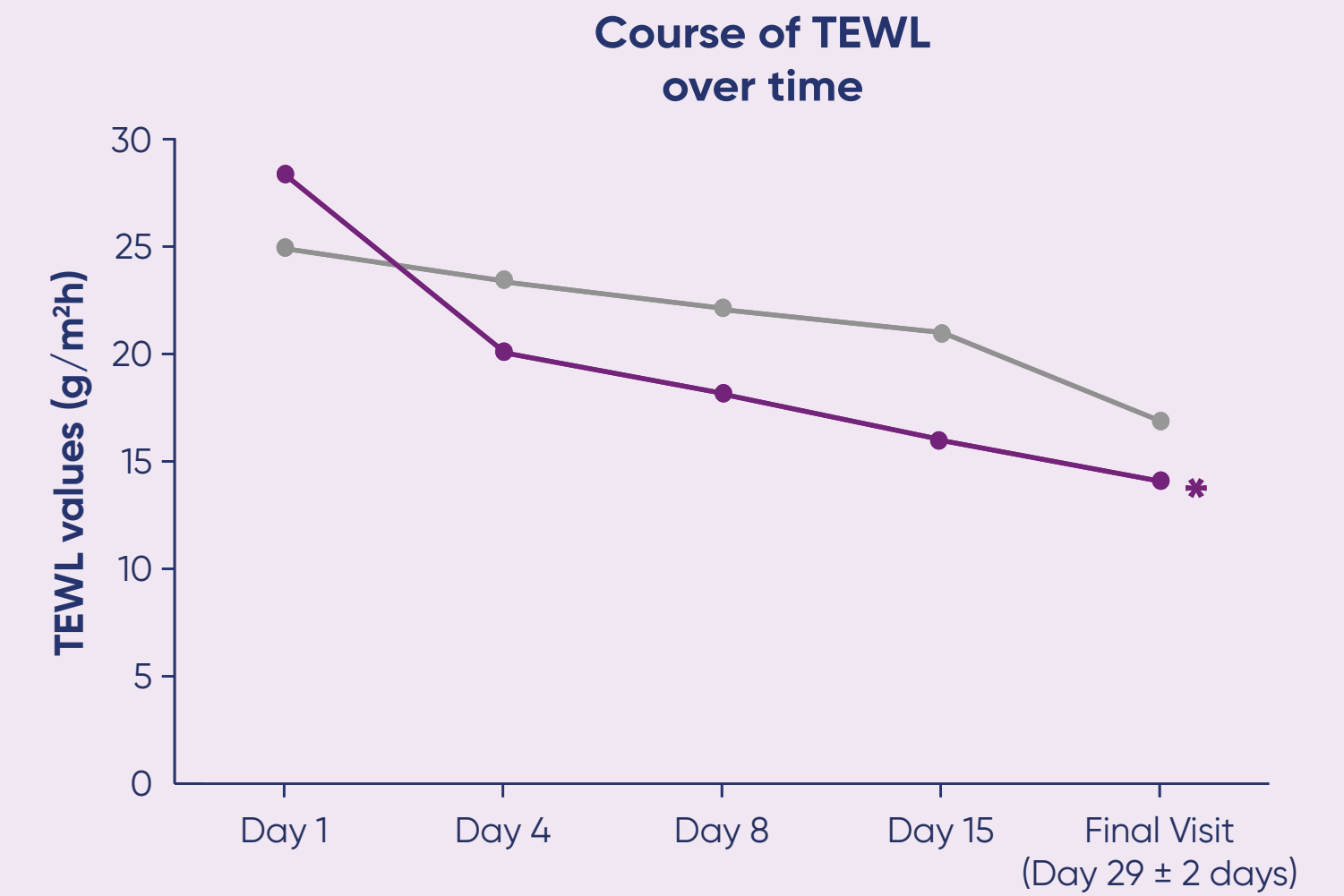
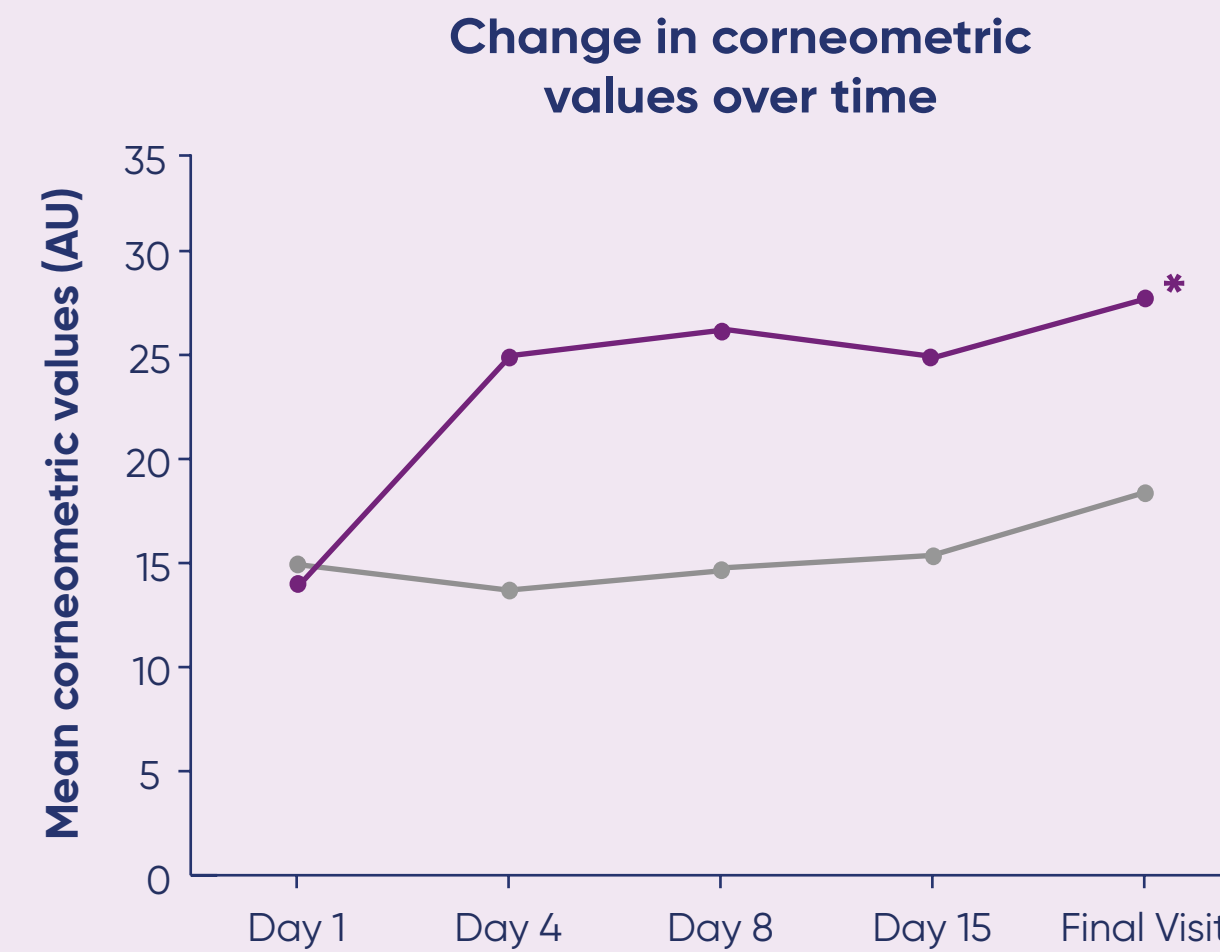
Reference: 1. Bayer Consumer Care. IMPACT Number 16960. June 2014. Data on file.

## 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.<sup>1</sup>**



—●— Bepanthen® SensiCalm Itch Relief Cream (n=35)    —●— Untreated (n=35)

**110%**  
moisture boost/  
increased skin  
moisture<sup>1</sup>

**-48.7%**  
reduction  
in TEWL

\*Significant.

AU, arbitrary unit; TEWL, transepidermal water loss.

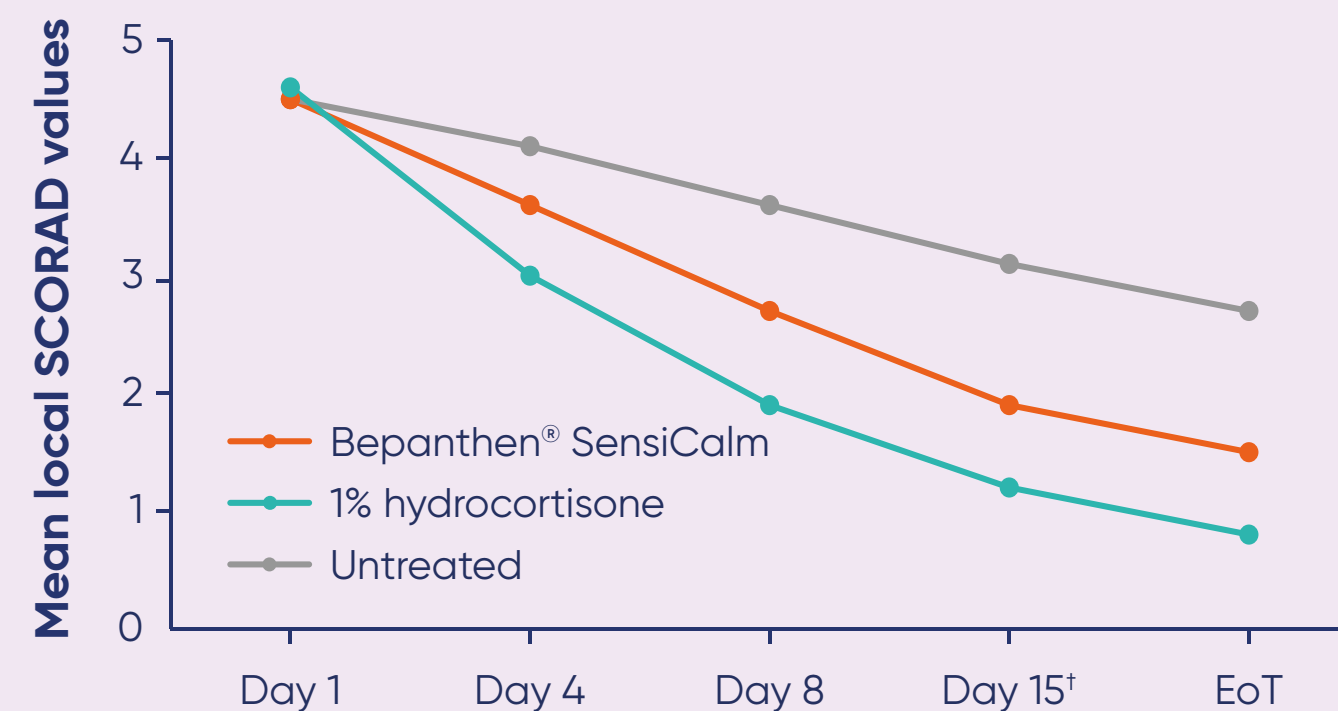
Reference: 1. Bayer Consumer Care. IMPACT Number 16960. June 2014. Data on file.

## Bepanthen® SensiCalm Itch Relief Cream has been shown to be as effective as 1% hydrocortisone at treating mild atopic eczema

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.<sup>1</sup>**

Local SCORAD values over 28 days in adults (N=40) 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)<sup>1</sup>



\*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.

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

Repairing the damaged skin barrier is a key treatment goal for atopic eczema during flares, along with relieving the itch.

Scratching can further damage the skin barrier and itch intensity has been associated with stress and negative life events and can place a burden on patients' day-to-day activities.<sup>1</sup>

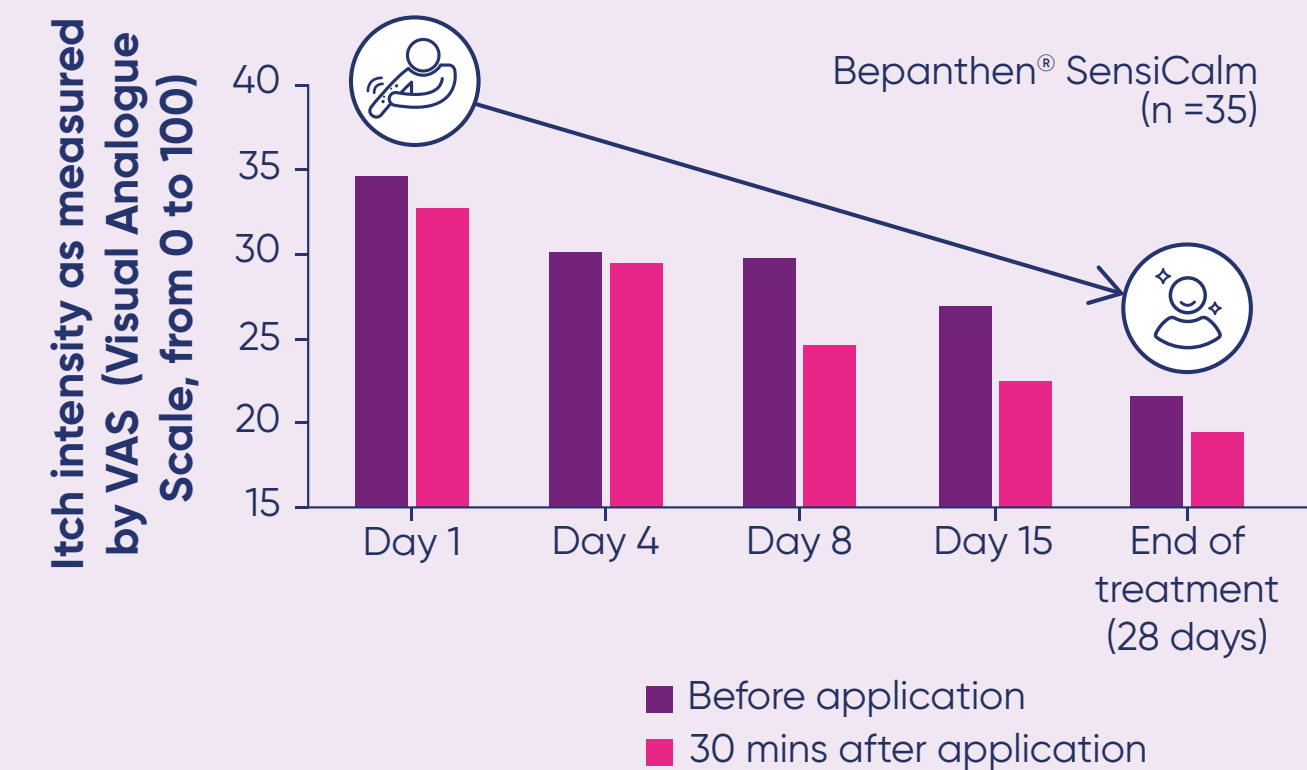
**Bepanthen® SensiCalm is clinically proven to repair the skin barrier\* and reduce itch within 30 minutes.<sup>2</sup>**

Bepanthen® SensiCalm itch Relief Cream has a unique cortisone-free formulation that repairs the skin in 3 ways

- 1 Uses **Lipid Lamellar Technology™** to integrate and bind to lipids in damaged skin, restoring the skin barrier<sup>2</sup>
- 2 Delivers **3.5% panthenol** to increase hydration and strengthen the skin barrier<sup>2,3</sup>
- 3 Provides **physiological humectants** and **natural caring lipids** to moisturise the skin<sup>2</sup>

### Rapid itch relief and a decrease in intensity over time<sup>2</sup>

Shown to offer at least 7 hours of continuous sleep for children and their families<sup>3</sup>



## Dermatologists and paediatricians reported high levels of satisfaction with Bepanthen<sup>®</sup> SensiCalm Itch Relief Cream



of HCPs would recommend **Bepanthen<sup>®</sup> SensiCalm Itch Relief Cream** to their peers

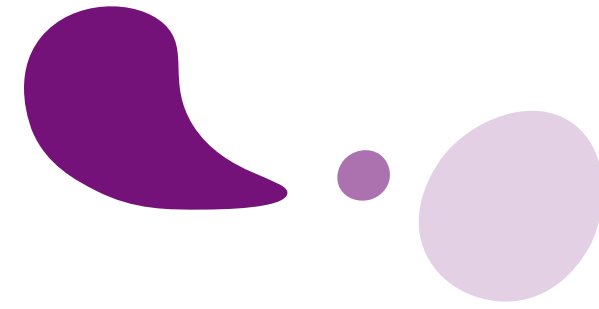


of HCPs would recommend **Bepanthen<sup>®</sup> SensiCalm Itch Relief Cream** to members of their family



of HCPs would use **Bepanthen<sup>®</sup> SensiCalm Itch Relief Cream** on their own atopic eczema

**Bepanthen<sup>®</sup>**



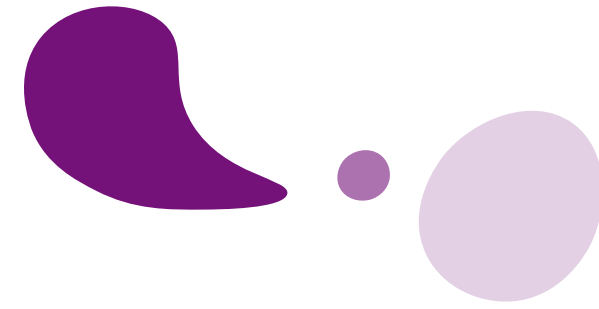
**Bepanthen<sup>®</sup> SensiCalm Itch Relief Cream can be applied as needed on the body and face, including the eyelids**

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.<sup>1</sup>

**Bepanthen<sup>®</sup> 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®**



**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<sup>®</sup>**



**Bepanthen<sup>®</sup> SensiCalm Itch Relief Cream can be used during pregnancy and lactation**

Bepanthen<sup>®</sup> 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.**



### 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

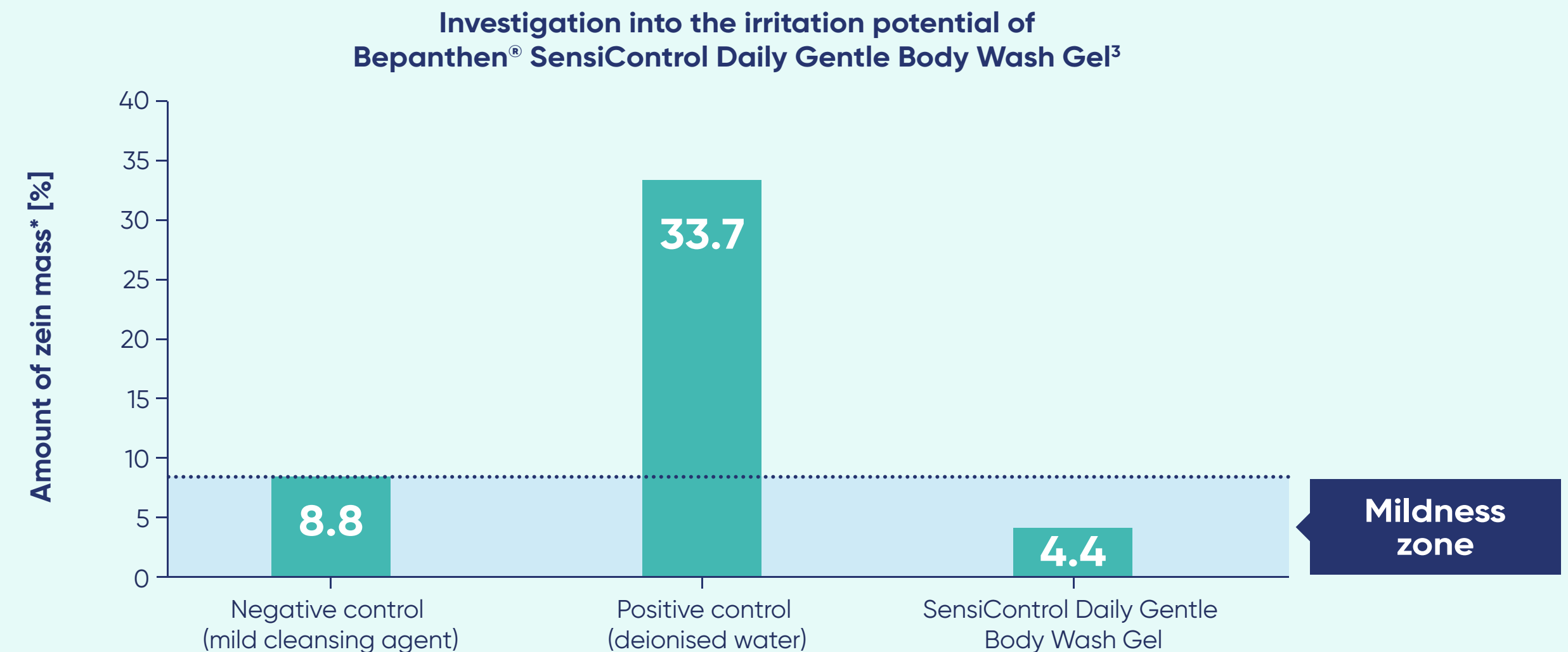
## Bepanthen® SensiControl Daily Gentle Body Wash Gel contains mild cleansing agents and a high concentration of humectants to preserve the skin barrier and increase skin hydration

In atopic eczema, increased transepidermal water loss leads to reduced hydration in the stratum corneum. Even non-lesional atopic eczema skin exhibits lower hydration than normal skin.<sup>1</sup>

Humectants are molecules that can bind water into the stratum corneum. They can also influence lamellar lipid organisation and help strengthen the skin barrier.<sup>2</sup>

**Bepanthen® SensiControl Daily Gentle Body Wash Gel contains mild cleansing agents and a high concentration of humectants – such as 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



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

References: 1. Prosch 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. Data on file.

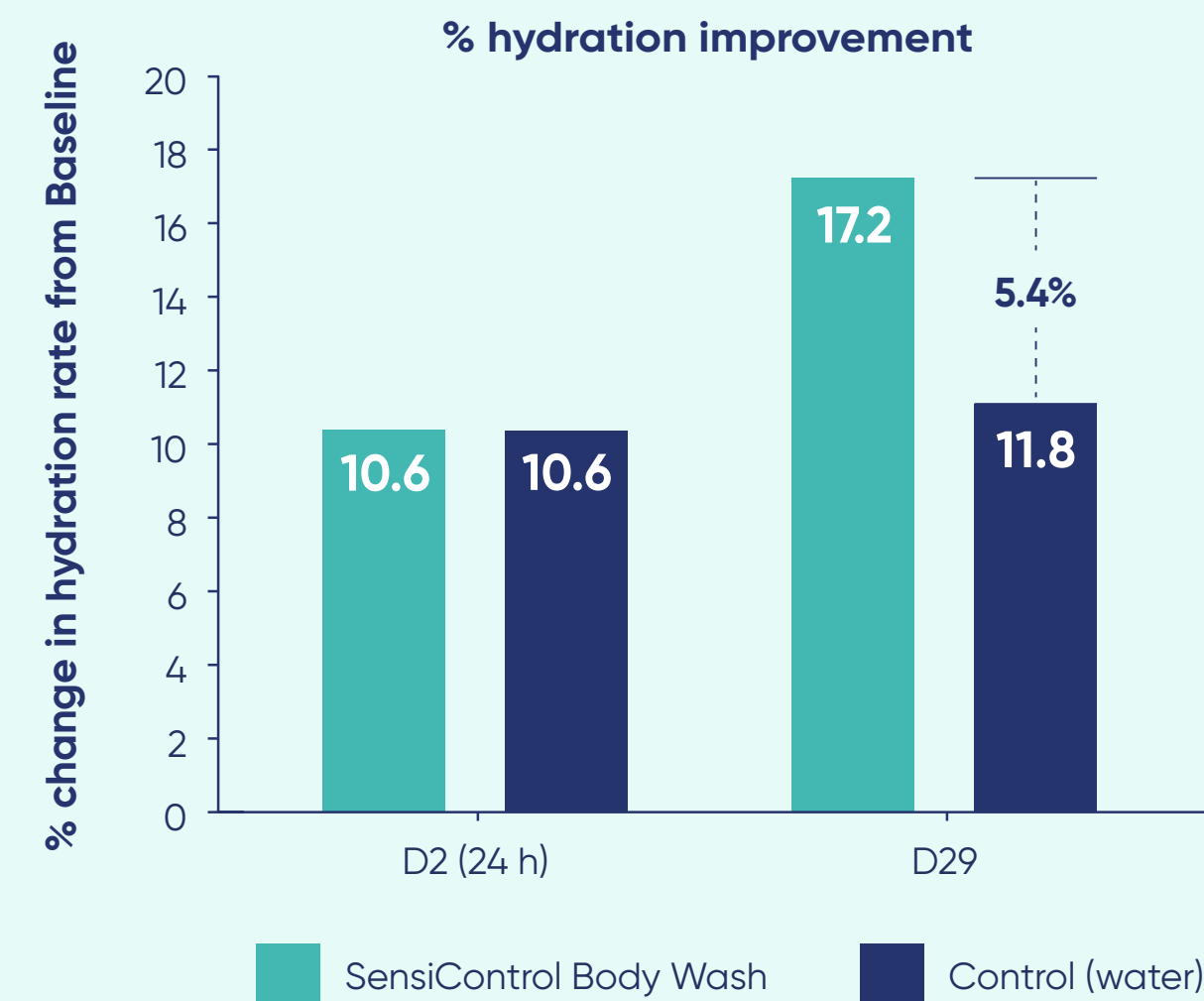
## Bepanthen® SensiControl Daily Gentle Body Wash Gel is clinically proven to increase skin hydration

In atopic eczema there is a decrease in levels of natural moisturising factors, which reduces stratum corneum hydration and increases skin pH.<sup>1</sup>

**Bepanthen® SensiControl Daily Gentle Body Wash Gel is clinically proven to increase skin hydration after first use within 24 hours, and continues to improve it over time.<sup>2</sup>**

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 ( $p < 0.001$ )<sup>2</sup>



## 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, which can contribute to the symptoms of a flare. Maintaining skin pH is a critical step to protecting the skin barrier.<sup>1</sup>

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

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 Gel compared to Baseline, indicating no change in skin pH<sup>2</sup>

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

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

<sup>†</sup>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.<sup>1</sup> An unbalanced microbiome plays a role in disease progression and may influence the response to treatment.<sup>2</sup>

**Bepanthen® SensiControl Daily Gentle Body Wash Gel contains an alpha-glucan oligosaccharide prebiotic to support a healthy skin microbiome.<sup>2,3</sup>**

Bepanthen® SensiControl Daily Gentle Body Wash Gel has been clinically proven to not disturb the natural skin microbiome in both children and adults<sup>3</sup>

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



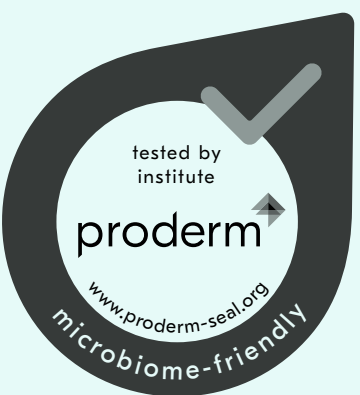
### Adults with a history of dry skin

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



### Children with mild-moderate atopic eczema

Application of Bepanthen® SensiControl Daily Gentle Body Wash Gel over 4 weeks vs water control (N=33) showed **no significant impact on the skin microbiome**



## Bepanthen<sup>®</sup> 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<sup>®</sup> SensiControl Body Wash Gel<sup>1</sup>



of parents **would like to continue using** Bepanthen<sup>®</sup> SensiControl Body Wash Gel on their child's sensitive/eczema-prone skin<sup>2</sup>



of parents **would recommend** Bepanthen<sup>®</sup> SensiControl Body Wash Gel to others<sup>2</sup>



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

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<sup>®</sup>**



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

Bepanthen<sup>®</sup> 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**.



### 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

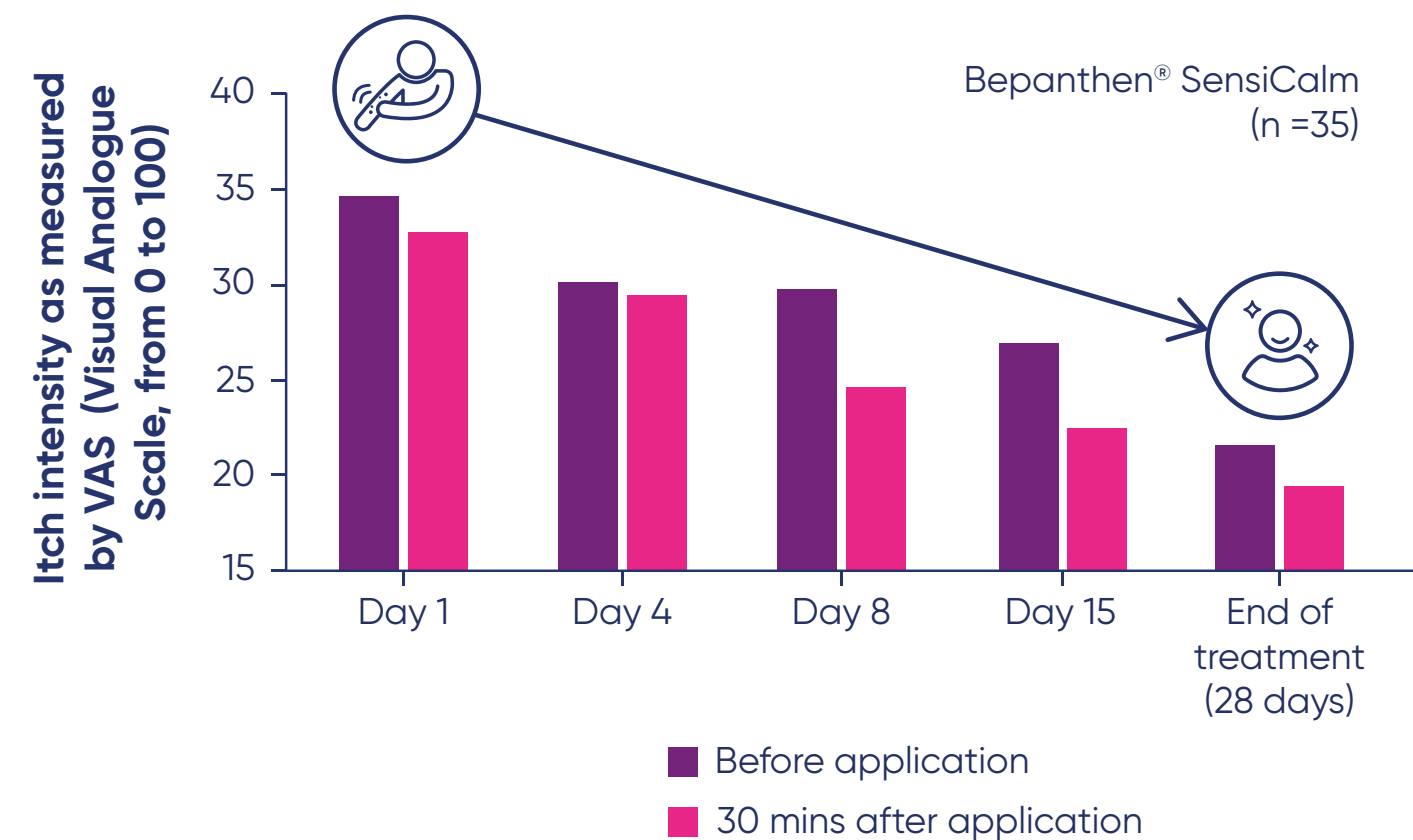
- 1.4.1 The Bepanthen® Eczema Management System is a simple regimen that can be used on infants, children and adults

## 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

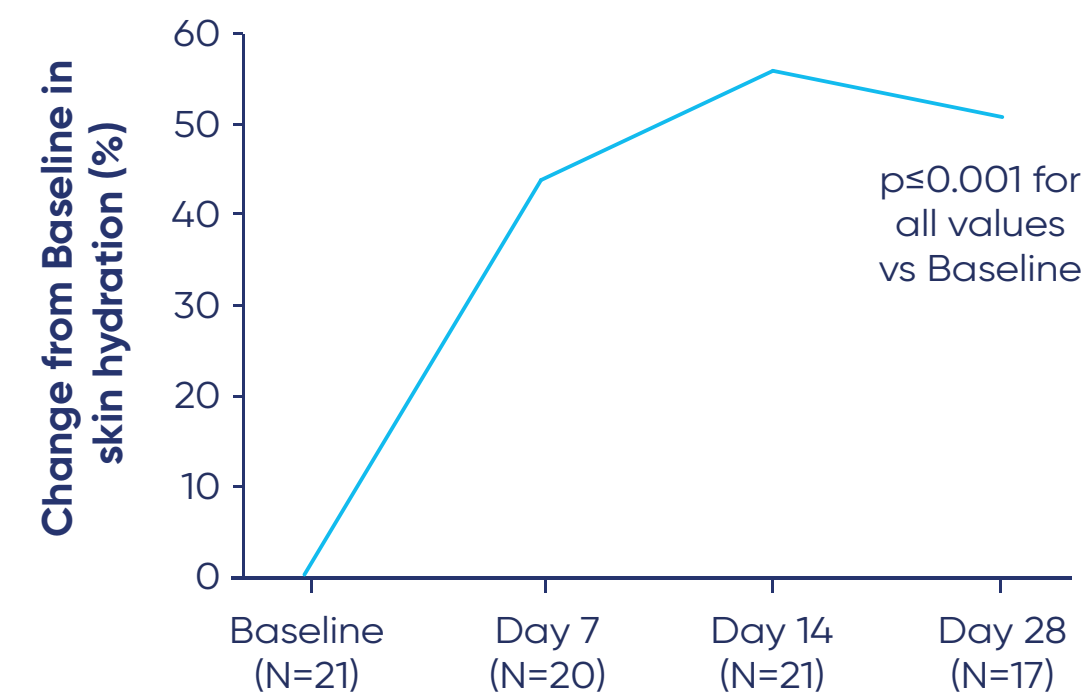
Rapid itch relief and a decrease in intensity over time<sup>1</sup>



### Control

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

Skin hydration changes over course of study<sup>2</sup>



### 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 skin<sup>3</sup>

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



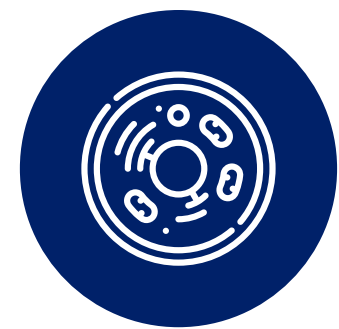
\*A topical corticosteroid might be required.

## The Bepanthen® Eczema Management System supports a healthy microbiome

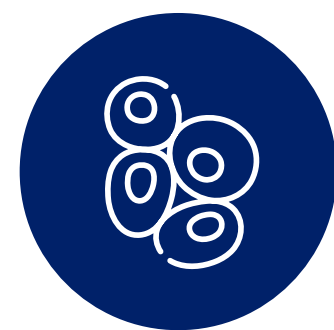
The skin is home to millions of bacteria, fungi and viruses that comprise the skin microbiome<sup>1</sup>



A diverse microbiome is key for skin health<sup>1</sup>



An unbalanced microbiome plays a role in disease progression and may influence the response to treatment<sup>2</sup>



In atopic eczema, *Staphylococcus aureus* commonly colonises the skin and contributes to the development and exacerbation of the disease<sup>3</sup>

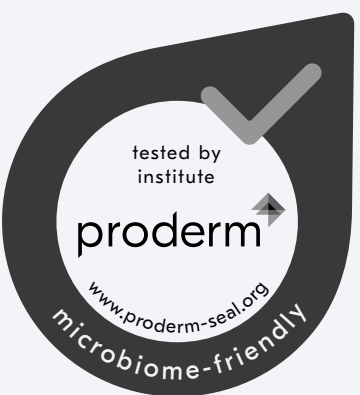


It has been suggested that emollients with ingredients that support the skin microbiome present a good therapeutic or preventive approach to atopic eczema<sup>2,4</sup>



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

**Both have demonstrated in clinical studies that they support a healthy skin microbiome<sup>5,6</sup>**



## The Bepanthen<sup>®</sup> Eczema Management System provides a simple regimen for atopic eczema that includes treatment, moisturisation and cleansing



### **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 moisturisation of eczema-prone skin and strengthening of the skin barrier

### **Cleanse**

#### **SensiControl Daily Gentle Body Wash**

Gentle daily cleansing of eczema-prone skin

**A simple solution to a complex condition**

**Bepanthen<sup>®</sup> 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<sup>®</sup> has been a well-established, trusted, credible brand with expertise in the management of atopic eczema.



years of  
expertise



11 clinical  
studies

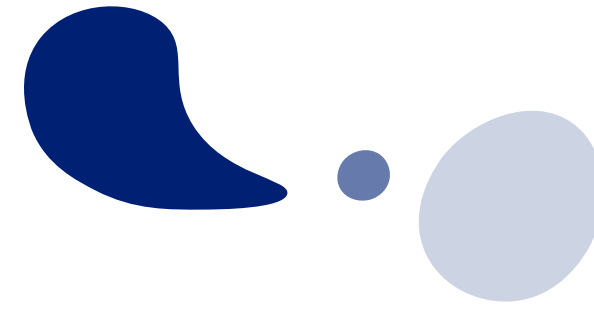


Recommended  
by HCPs, adults  
and parents



8 scientific  
publications

**Bepanthen**<sup>®</sup>



**The Bepanthen<sup>®</sup> 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**

**A simple solution to a complex condition**

