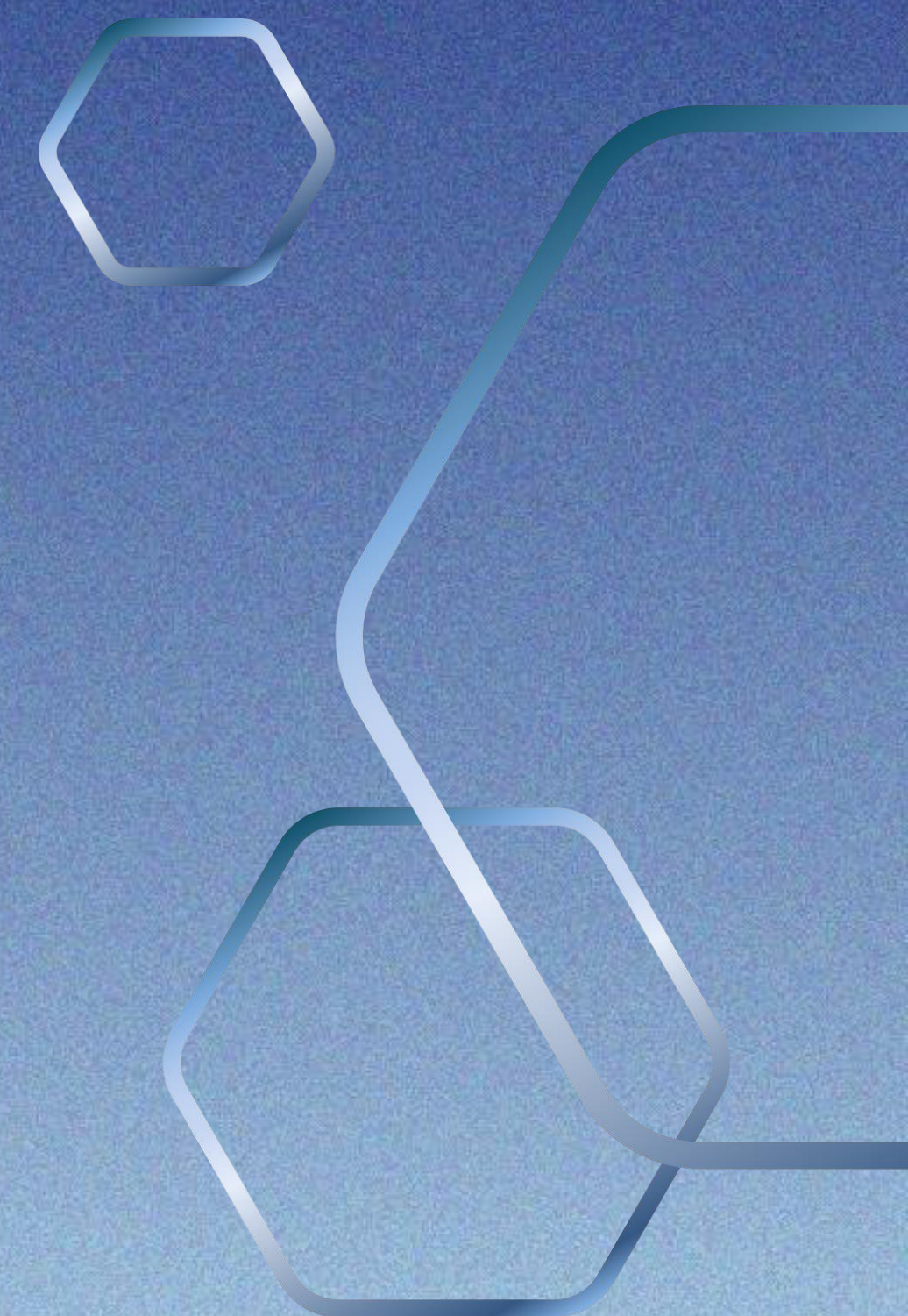


BEPANTHEN
DAMAGED SKIN
MULTIPURPOSE
IMC 2025



In this toolkit you will find:

1.0 IMC 2025

2.0 Creative Concept

3.0 Campaign Assets

3.1 Complete TVC assets

TVC Middle East 30" winter

TVC Middle East 30" summer proposal

TVC Germany 15" - with 4" legal tag

TVC France 20" summer irritation

TVC France 20" summer sunburn proposal

TVC France 20" winter irritation proposal

3.2 Individual Scenes

3.3 Key Visuals

3.4 Social assets

4.0 Executional Guidelines

5.0. Usage Rights

6.0 Edam Index

IMC 2025

1

IMC 2025

The new Bepanthen IMC 2025 consists of a modular campaign that permits markets to create their own assets from a wide range of materials provided.

Not only are there many scenes available to choose from, but most have also been shot twice, once with cream and once with ointment, to accommodate for different market product needs.

The scenes include a balanced mix of emotional storytelling and product application shots.

A mode of action demonstrating how the product effectively works to heal and hydrate skin has also been developed.

In addition to the video scenes that may be used to create TVC, OLV and other digital assets, we have also create 4 key visuals and 4 static social assets.

The key visuals may be adapted and used for POS, Print, OOH, Corporate use and digital.

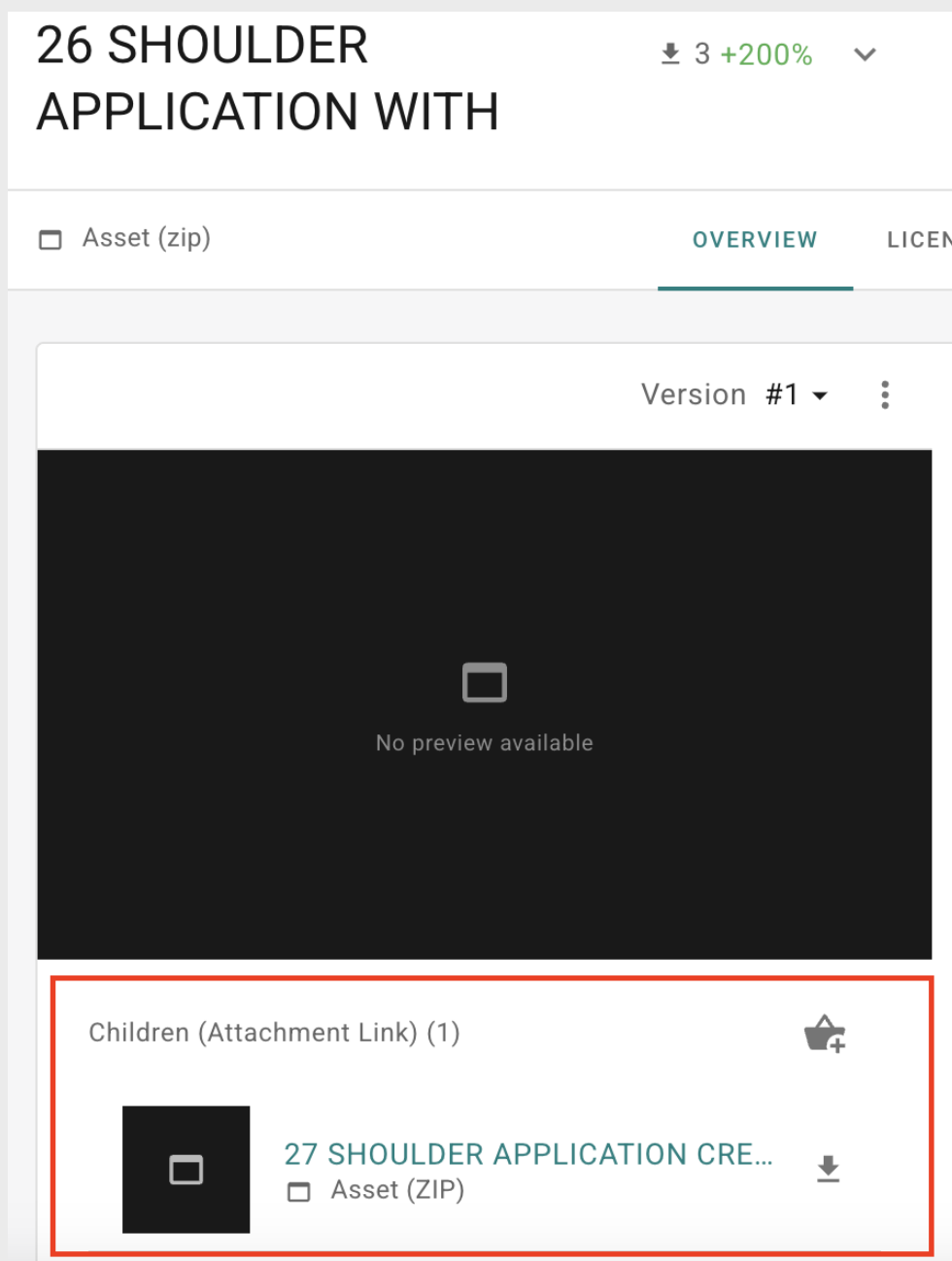
3 masters TVC have been developed for France, Germany and Middle East, as well as storyboards for possible further executions.

IMC 2025

All assets have been uploaded to EDAM. In the following slides you may find the EDAM links and the EDAM ID numbers for each.

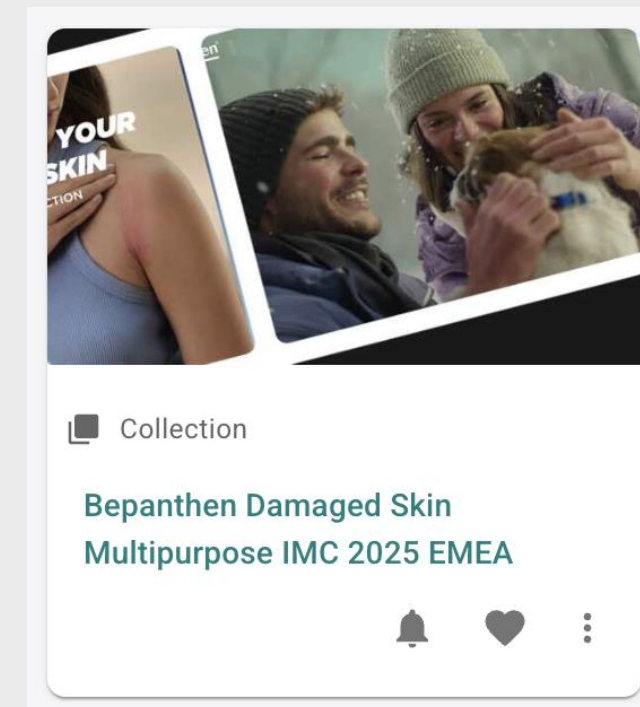
For scenes that have been shot two, three or four times, with different products, one version has been uploaded as the main asset, and the others as attachments.

Please see an example here:



← Main asset - in this case with ointment application

← Attachment - in this case with cream application



You may find all the assets of this campaign in the EDAM collection titled **Bepanthen Damaged Skin Multipurpose IMC 2025 EMEA:**

<https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee>

CAMPAIGN ASSETS

3

COMPLETE TVC ASSETS

3.1

TVC
MIDDLE EAST 30”
WINTER

Middle East Winter

TVC 30"

*Take care of your loved ones.
Of your passion and yourself.
Because taking care of your
skin means loving your skin.
Bepanthen Cream Repairs
Dry & Irritated Skin.
Thanks to its clinically proven
Provitamin B5
Dexpanthenol that acts
deep on skin layers to repair
& restore skin barrier &
hydrates it from the inside out
within just 48hrs.
Bepanthen.
Love your skin completely.*

EDAM ID:
CH-20250306-83



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/c0c948d03bee455983b8b29800d73c42>

USAGE RIGHTS: Middle East + Turkey, from March 17, 2025 until March 17, 2026.

KSA and UAE versions available.

Middle East Winter

TVC 30"

*Take care of your loved ones.
 Of your passion and yourself.
 Because taking care of your skin means loving your skin.
 Bepanthen Cream Repairs Dry & Irritated Skin.
 Thanks to its clinically proven Provitamin B5 Dexpantenol that acts deep on skin layers to repair & restore skin barrier & hydrates it from the inside out within just 48hrs.
 Bepanthen.
 Love your skin completely.*



Take care of

اهتمي...



your loved ones.

بأحبابك



Of your passion

وشغفك



and yourself.

Middle East Winter

TVC 30"

*Take care of your loved ones.
Of your passion and yourself.
Because taking care of your skin means loving your skin.
Bepanthen Cream Repairs Dry & Irritated Skin.
Thanks to its clinically proven Provitamin B5 Dexpantenol that acts deep on skin layers to repair & restore skin barrier & hydrates it from the inside out within just 48hrs.
Bepanthen.
Love your skin completely.*



Because taking care

ونفسك



of your skin

لأن العناية ببشرتك...



means loving your skin.

تعني حبك لها.



Bepanthen Cream Repairs Dry & Irritated Skin.

كريم بيبانثين يرمم البشرة



Thanks to its clinically proven

بفضل تركيبته المثبتة علميا



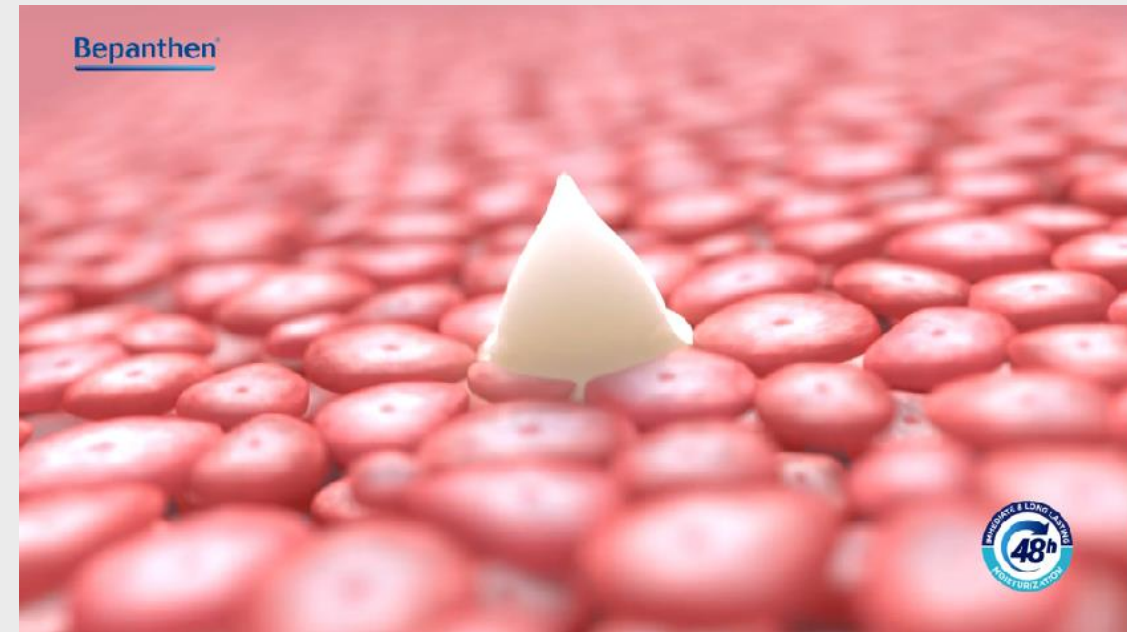
Provitamin B5 Dexpantenol

بعمق 5 يعمل بروفايثمين بي

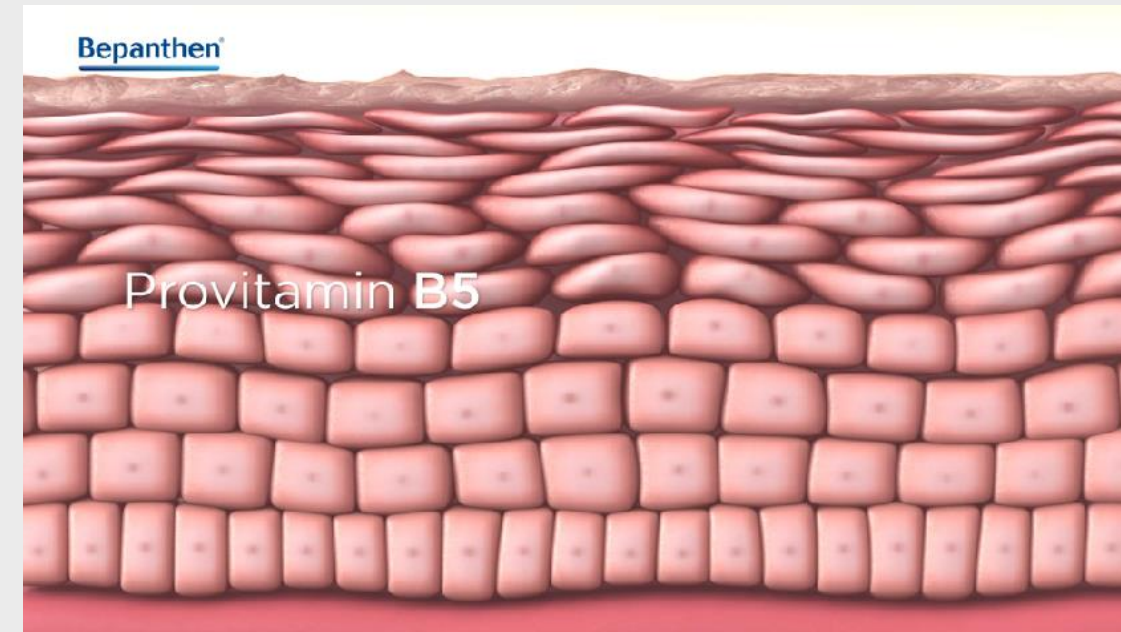
Middle East Winter

TVC 30"

Take care of your loved ones. Of your passion and yourself. Because taking care of your skin means loving your skin. Bepanthen Cream Repairs Dry & Irritated Skin. Thanks to its clinically proven Provitamin B5 Dexpanthenol that acts deep on skin layers to repair & restore skin barrier & hydrates it from the inside out within just 48hrs. Bepanthen. Love your skin completely.



that acts deep on skin layers



to repair & restore skin barrier



& hydrates it from the inside out within just 48hrs.

داخل طبقات الجلد

ساعة 48 ويرطبها من الداخل للخارج ب



Bepanthen. Love your skin completely.

بشركتك تستاهل الحب بيبانثين

TVC PROPOSAL
MIDDLE EAST 30”
SUMMER

Middle East Summer

TVC 30"

*Take care of your loved ones.
 Of your passion and yourself.
 Because taking care of your skin means loving your skin.
 Bepanthen Cream Repairs Dry & Irritated Skin.
 Thanks to its clinically proven Provitamin B5 Dexpantenol that acts deep on skin layers to repair & restore skin barrier & hydrates it from the inside out within just 48hrs.
 Bepanthen.
 Love your skin completely.*



Take care of

اهتمي...



Of your passion

بنفسك



and yourself.

بأحبابك



and yourself.

وتشغفك



Middle East Summer

TVC 30"

*Take care of your loved ones.
Of your passion and yourself.
Because taking care of your skin means loving your skin.
Bepanthen Cream Repairs Dry & Irritated Skin.
Thanks to its clinically proven Provitamin B5 Dexpantenol that acts deep on skin layers to repair & restore skin barrier & hydrates it from the inside out within just 48hrs.
Bepanthen.
Love your skin completely.*



Because taking care

ونفسك



of your skin

لأن العناية ببشرتك...



means loving your skin.

تعني حبك لها.



Bepanthen Cream Repairs Dry & Irritated Skin.

كريم بيبانثين يرمم البشرة



Thanks to its clinically proven

بفضل تركيبته المثبتة علميا



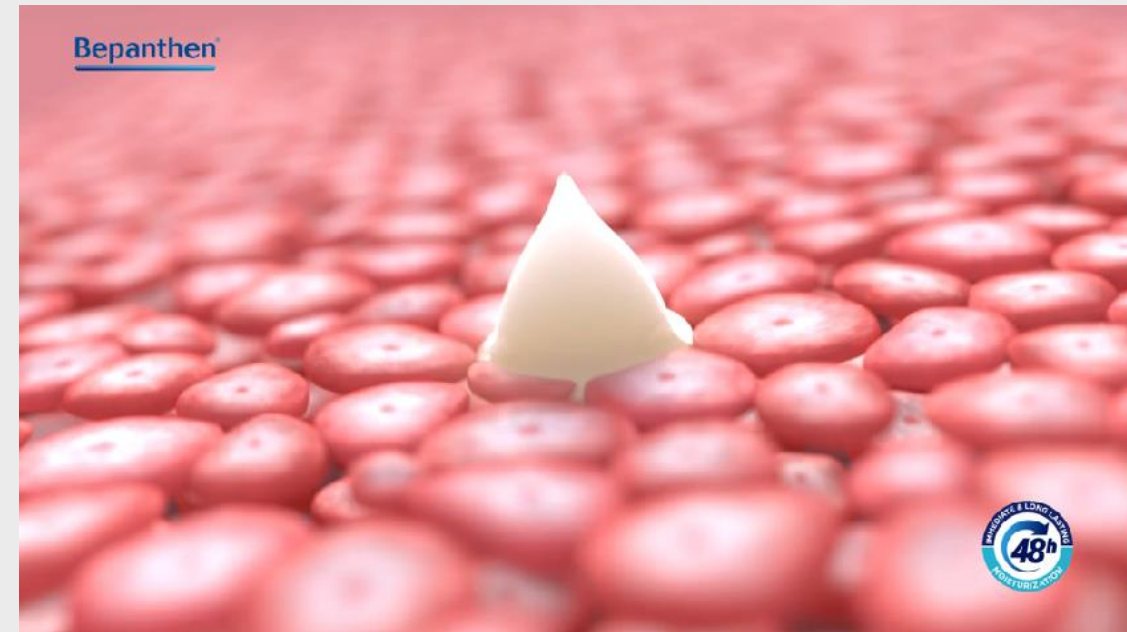
Provitamin B5 Dexpantenol

بعمق 5 يعمل بروفايثمين بي

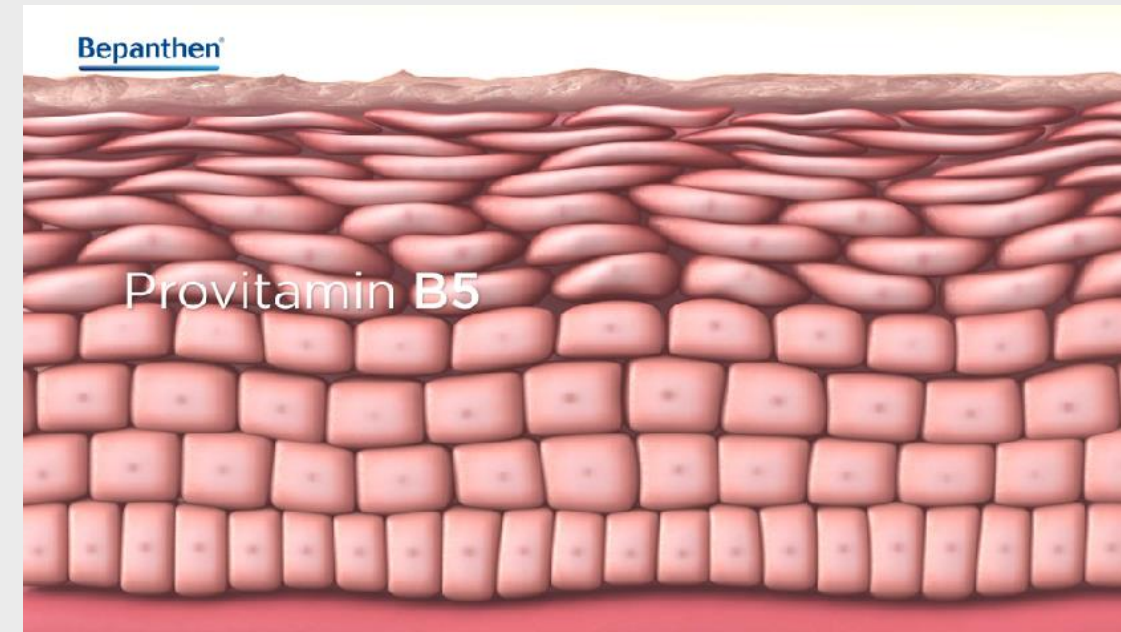
Middle East Summer

TVC 30"

Take care of your loved ones. Of your passion and yourself. Because taking care of your skin means loving your skin. Bepanthen Cream Repairs Dry & Irritated Skin. Thanks to its clinically proven Provitamin B5 Dexpantenol that acts deep on skin layers to repair & restore skin barrier & hydrates it from the inside out within just 48hrs. Bepanthen. Love your skin completely.



that acts deep on skin layers



to repair & restore skin barrier



& hydrates it from the inside out within just 48hrs.

داخل طبقات الجلد

ساعة 48 ويطربها من الداخل للخارج ب



Bepanthen. Love your skin completely.

بشركت تستاهل الحب بيبانثين

TVC
GERMANY 15"
WITH 4" LEGAL TAG

Germany TVC 15"

*Take care of your sensitivity,
your passion, yourself.
Because taking care of your
skin, means loving your skin.
Bepanthen wound and
healing ointment... soothes,
flaky, cracked areas of skin.
Clinically proven Provitamin
B5 Dexapanthenol acts from
deep within restoring and
regenerating the skin barrier.
Bepanthen.
For a healed world.*

EDAM ID:
CH-20250305-66



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/617c380373684b9dbc4eb29700df0406>

USAGE RIGHTS: EMEA, 1from March 17, 2025 until March 17, 2026.

Germany TVC 15"

*Take care of your sensitivity,
your passion, yourself.
Because taking care of your
skin, means loving your skin.
Bepanthen wound and
healing ointment... soothes,
flaky, cracked areas of skin.
Clinically proven Provitamin
B5 Dexapanthenol acts from
deep within restoring and
regenerating the skin barrier.
Bepanthen.
For a healed world.*



Take care of
Unsere Haut zeigt



your sensitivity,
unsere Empfindsamkeit.



your passion,
unsere Leidenschaft



yourself.
wer wir sind.



Because taking care of your skin,
Sich um seine Haut zu kümmern,

Germany TVC 15"

*Take care of your sensitivity,
your passion, yourself.
Because taking care of your
skin, means loving your skin.
Bepanthen wound and
healing ointment... soothes,
flaky, cracked areas of skin.
Clinically proven Provitamin
B5 Dexapanthenol acts from
deep within restoring and
regenerating the skin barrier.
Bepanthen.
For a healed world.*



means loving your skin.
bedeutet sich um sich selbst zu kümmern.



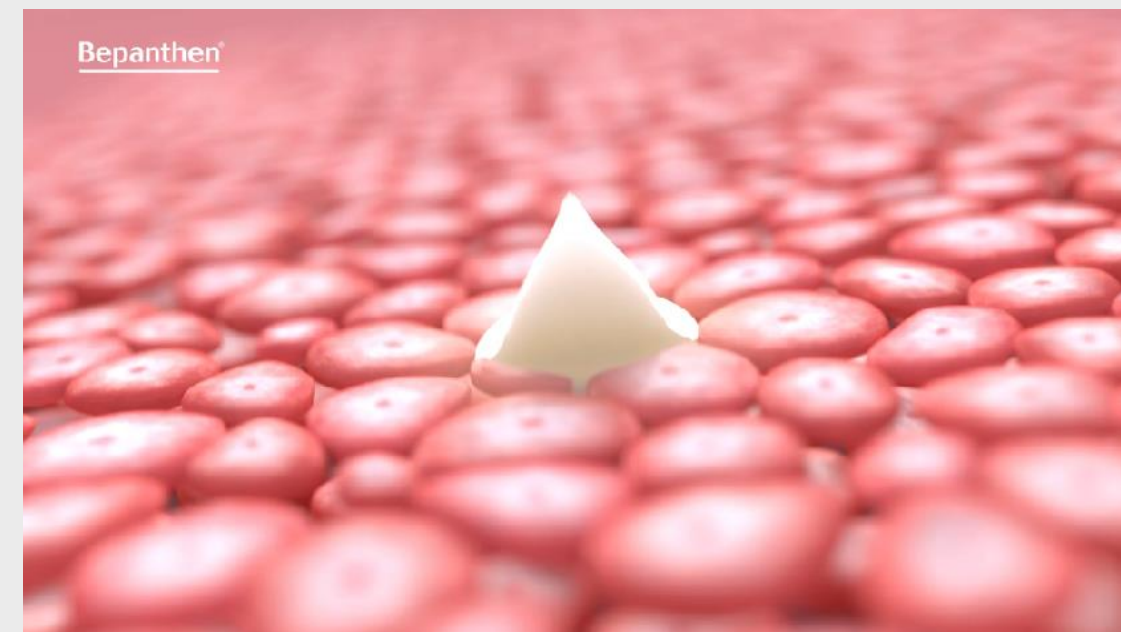
Bepanthen wound and healing
ointment... soothes, flaky, cracked areas
of skin.
Bepanthen Wund- und Heilsalbe



beruhigt schuppig, rissige Hautstellen



Clinically proven Provitamin B5
Dexapanthenol
*Dank des bewährten Wirkstoffs
Dexapanthenol.*



acts from deep within restoring
Xxxx



and regenerating the skin barrier.
Xxxx

Germany TVC 15"

*Take care of your sensitivity,
your passion, yourself.
Because taking care of your
skin, means loving your skin.
Bepanthen wound and
healing ointment... soothes,
flaky, cracked areas of skin.
Clinically proven Provitamin
B5 Dexapanthenol acts from
deep within restoring and
regenerating the skin barrier.
Bepanthen.
For a healed world.*



Bepanthen. For a healed world.
Bepanthen. Für eine heile Welt.

Zu Risiken und Nebenwirkungen
lesen Sie die Packungsbeilage und fragen
Sie Ihre Ärztin, Ihren Arzt oder in Ihrer Apotheke.

TVC
FRANCE 20”
SUMMER IRRITATION

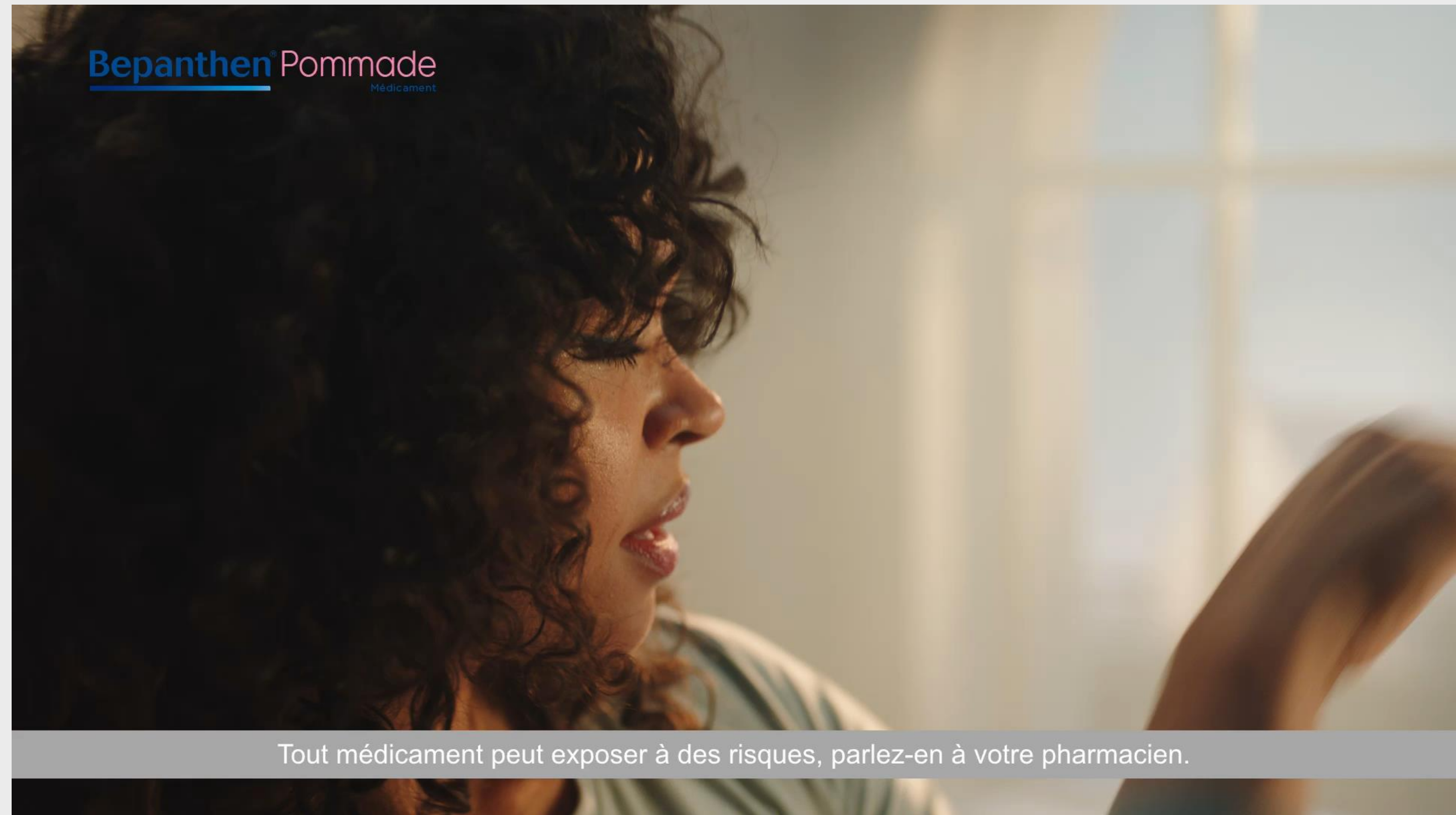
France Summer

TVC 20"

Irritations caused by friction on the skin, a new tattoo, frictions, your skin can be put to the test. In the event of redness and irritation, Bepanthen Pommade soothes, protects and repairs.

Bepanthen Pommade, your ally against skin irritations.

EDAM ID:
CH-20240923-11



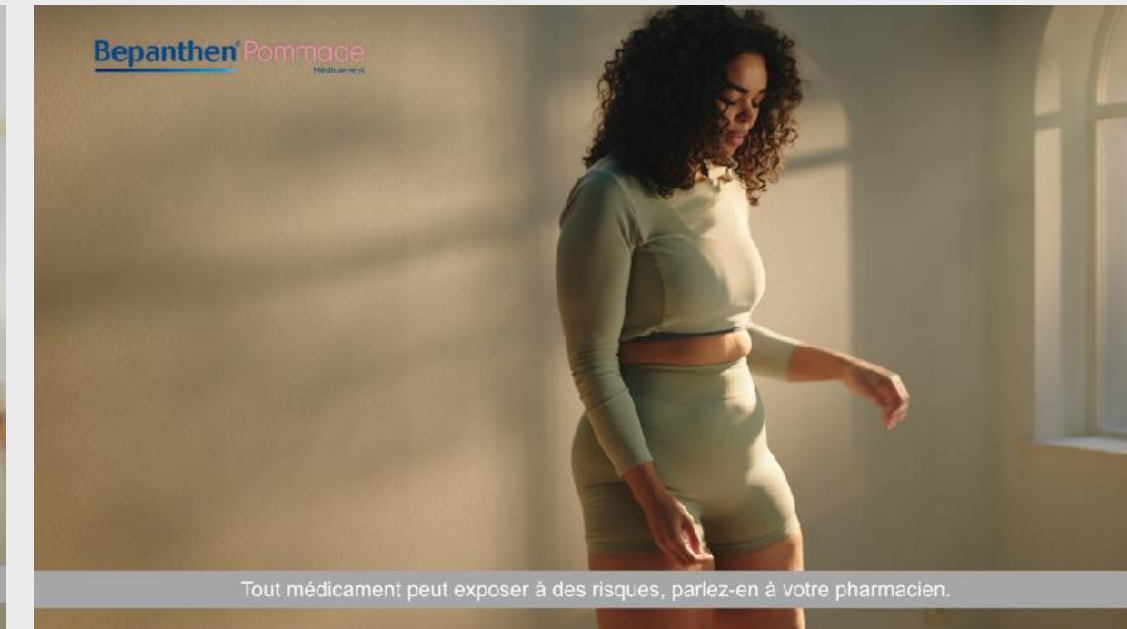
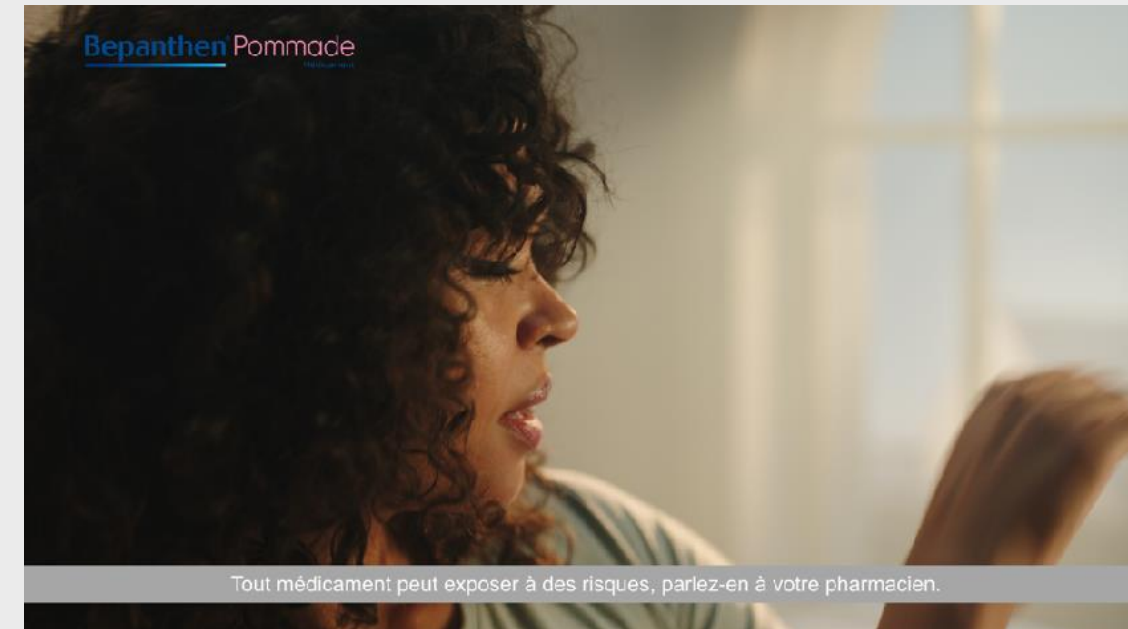
The VO is just an AI reference. We recommend that for final assets the words 'soothes, protects and repairs' be recorded over the application scene, not the happy ending scene.

EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/fe74e7a145914a59aab1b29800d03d1c>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

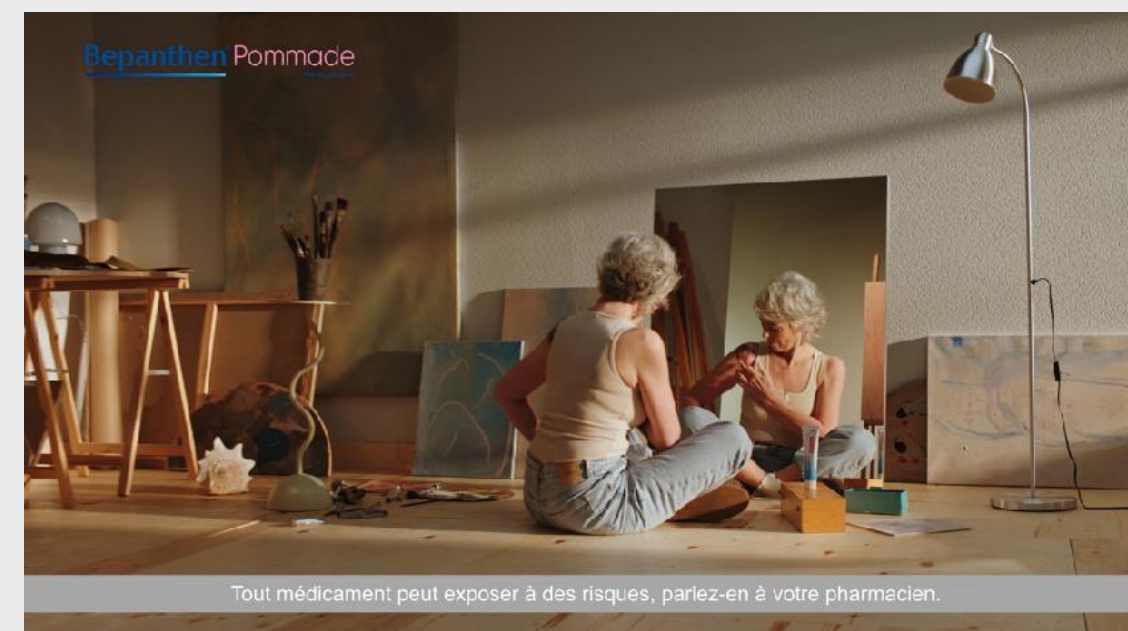
France Summer TVC 20"

Irritations caused by friction on the skin, a new tattoo, frictions, your skin can be put to the test. In the event of redness and irritation, Bepanthen Pommade soothes, protects and repairs. Bepanthen Pommade, your ally against skin irritations.

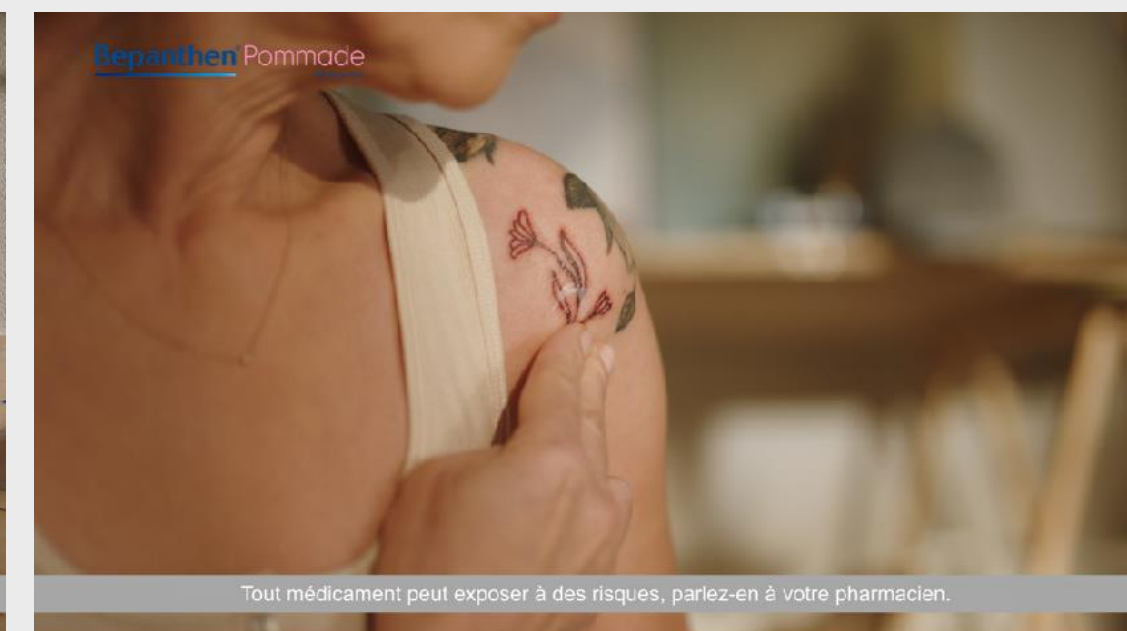


Irritations caused
Irritations liées

by friction on the skin,
aux frictions de la peau,



a new tattoo,
à un nouveau tatouage,



frictions, your skin can be put
aux frottements, votre peau peut

France Summer TVC 20"

Irritations caused by friction on the skin, a new tattoo, frictions, your skin can be put to the test. In the event of redness and irritation, Bepanthen Pommade soothes, protects and repairs. Bepanthen Pommade, your ally against skin irritations.



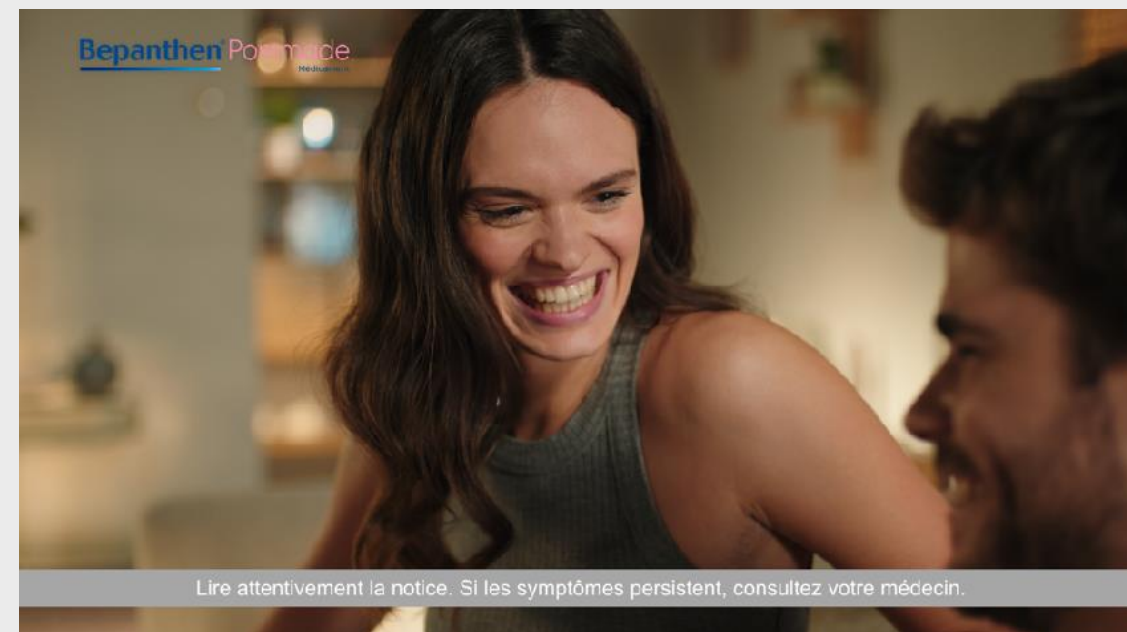
to the test. In the event of redness
être mise à rude épreuve. En cas de rougeurs



and irritation, Bepanthen Pommade soothes, protects
et d'irritations, Bepanthen Pommade apaise, protège



and repairs.
et répare.



Bepanthen Pommade,
Bepanthen Pommade,



your ally against skin irritations.
votre allié contre les irritations de la peau.

TVC PROPOSAL
FRANCE 20”
SUMMER SUNBURN

France Summer TVC 20"

Irritations caused by friction on the skin, a new tattoo, frictions, your skin can be put to the test. In the event of redness and irritation, Bepanthen Pommade soothes, protects and repairs. Bepanthen Pommade, your ally against skin irritations.



Irritations caused
Irritations liées

by friction on the skin,
aux frictions de la peau,



a new tattoo,
à un nouveau tatouage,



frictions, your skin can be put
aux frottements, votre peau peut

France Summer TVC 20"

Irritations caused by friction on the skin, a new tattoo, frictions, your skin can be put to the test. In the event of redness and irritation, Bepanthen Pommade soothes, protects and repairs. Bepanthen Pommade, your ally against skin irritations.



to the test. In the event of redness
être mise à rude épreuve. En cas de rougeurs



and irritation, Bepanthen Pommade soothes, protects
et d'irritations, Bepanthen Pommade apaise, protège



and repairs.
et répare.



Bepanthen Pommade,
Bepanthen Pommade,



your ally against skin irritations.
votre allié contre les irritations de la peau.

TVC PROPOSAL
FRANCE 20”
WINTER

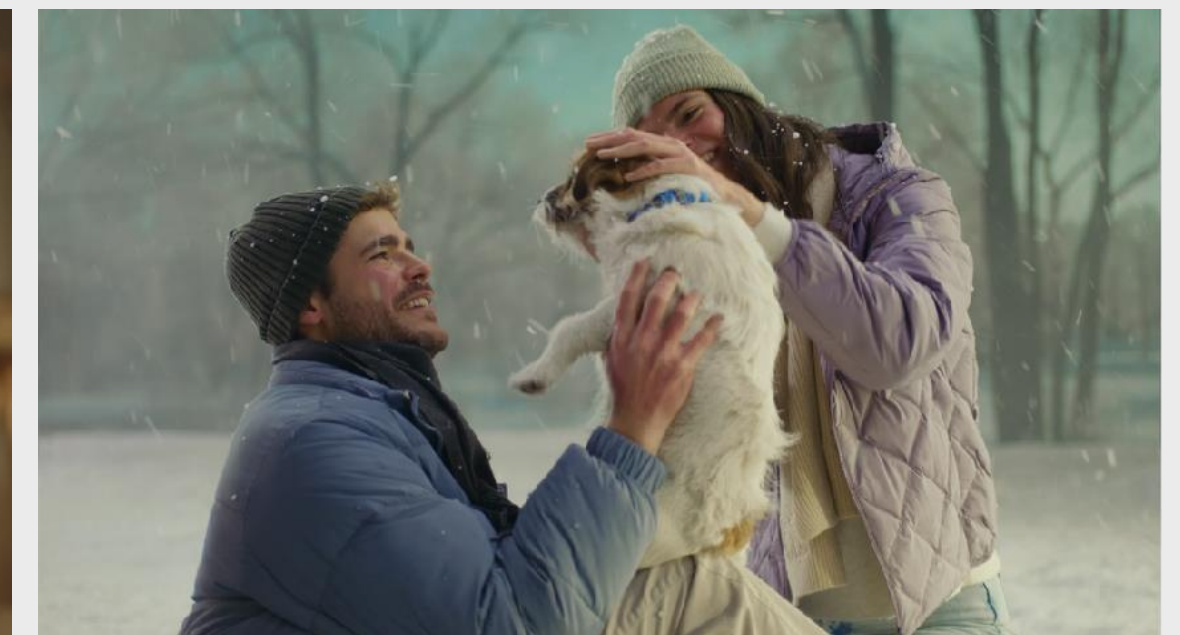
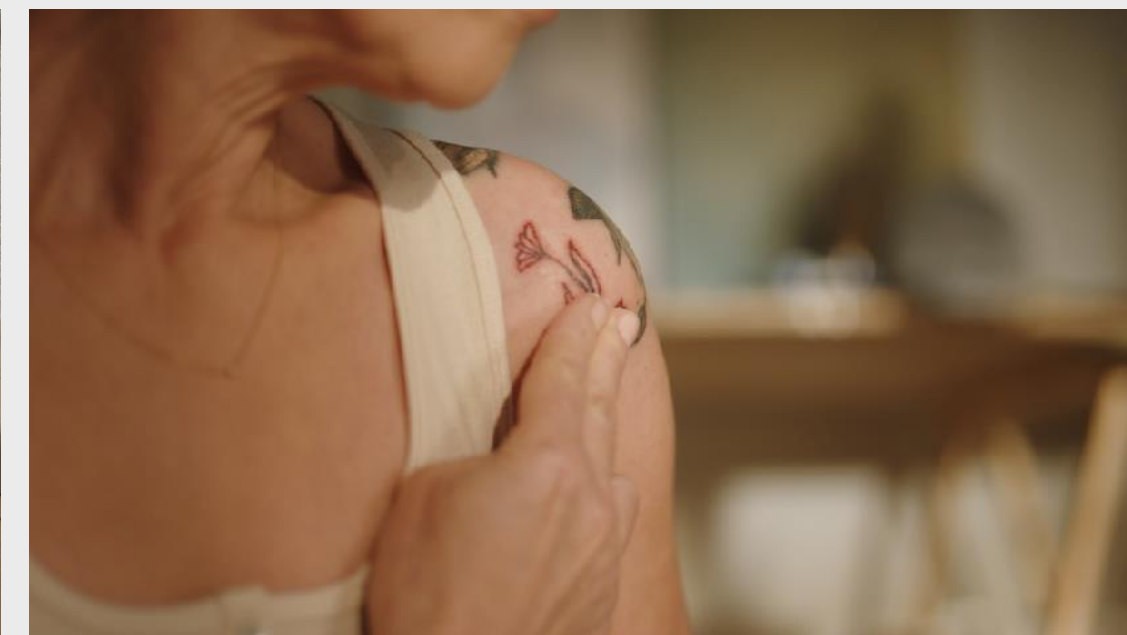
France Winter TVC 20"

Irritations caused by friction on the skin, a new tattoo, because of the cold, In the event of redness and irritation, Bepanthen Pommade soothes, protects and repairs. Bepanthen Pommade, your ally against skin irritations.



Irritations caused
Irritations liées

by friction on the skin,
aux frictions de la peau,



a new tattoo,
à un nouveau tatouage,

because of the cold,
au froid

France Winter TVC 20"

Irritations caused by friction on the skin, a new tattoo, because of the cold, In the event of redness and irritation, Bepanthen Pommade soothes, protects and repairs. Bepanthen Pommade, your ally against skin irritations.



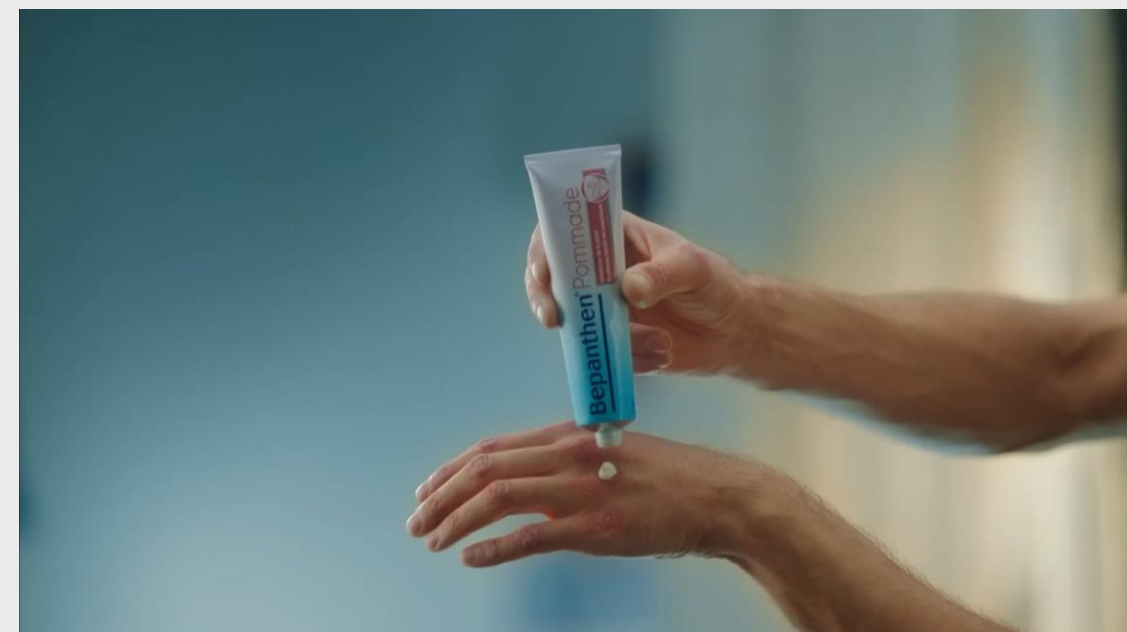
your skin can be put to the test. In the event of redness
vosre peau peut être mise à rude épreuve. En cas de rougeurs



and irritation, Bepanthen Pommade soothes,
et d'irritations, Bepanthen Pommade apaise,



protects
protège



and repairs.
et répare.



Bepanthen Pommade,
Bepanthen Pommade,



your ally against skin irritations.
vosre allié contre les irritations de la peau.

INDIVIDUAL SCENES

3.2

Dancing lady scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Ointment

PRODUCT:
French 100 gr ointment

APPLICATION:
Irritation inner thigh

EDAM ID:
CH-20250305-46



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/2fa72179d7934036874cb29600f1b7d4>

USAGE RIGHTS: Europe without Turkey, from March 17, 2025 until March 17, 2026.

Dancing lady scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Cream

PRODUCT:
French 100 gr cream

APPLICATION:
Irritation inner thigh

EDAM ID:
CH-20250305-46



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/2fa72179d7934036874cb29600f1b7d4>

USAGE RIGHTS: Europe without Turkey, from March 17, 2025 until March 17, 2026.

Tattoo lady scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Ointment

PRODUCT:
French 100 gr ointment

APPLICATION:
New tattoo

EDAM ID:
CH-20250305-47



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/a96f9e4828fa454c9141b29600f1d9be>

USAGE RIGHTS: Europe without Turkey, from March 17, 2025 until March 17, 2026.

Tattoo lady scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Cream

PRODUCT:
French 100 gr cream

APPLICATION:
New tattoo

EDAM ID:
CH-20250305-47



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/a96f9e4828fa454c9141b29600f1d9be>

USAGE RIGHTS: Europe without Turkey, from March 17, 2025 until March 17, 2026.

Summer bike scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Irritation with ointment

PRODUCT:
French 100 gr ointment

APPLICATION:
Irritation on
shoulder/upper armpit

EDAM ID:
XX



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/db835752af9644d28ff5b29700f849b7>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Summer bike scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Irritation with cream

PRODUCT:
French 100 gr cream

APPLICATION:
Irritation on
shoulder/upper armpit

EDAM ID:
XX



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/db835752af9644d28ff5b29700f849b7>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Summer bike scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Sunburn with ointment

PRODUCT:
French 100 gr ointment

APPLICATION:
Sunburn on upper body

EDAM ID:
XX



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/db835752af9644d28ff5b29700f849b7>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Summer bike scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Sunburn with cream

PRODUCT:
French 100 gr cream

APPLICATION:
Sunburn on upper body

EDAM ID:
XX



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/db835752af9644d28ff5b29700f849b7>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Winter snow couple scene

We will be able to use the **scenes** and **applications** that best suit our needs.

PRODUCT:
No product

APPLICATION:
Red face

EDAM ID:
CH-20250306-36



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/3c8402e8fdd3453d8e15b29700f92833>

USAGE RIGHTS: Europe without Turkey, from March 17, 2025 until March 17, 2026.

Couple happy
ending scene

Summer

We will be able to use
the **scenes** and
applications that best
suit our needs.

PRODUCT:
No product

APPLICATION:
None

EDAM ID:
CH-20250306-39



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/c4e5b2865c6c4ba2a2a9b29600f22023>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Couple happy ending scene

Winter

We will be able to use the **scenes** and **applications** that best suit our needs.

PRODUCT:
No product

APPLICATION:
None

EDAM ID:
CH-20250306-39



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/c4e5b2865c6c4ba2a2a9b29600f22023>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Face application scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Ointment

PRODUCT:
No product

APPLICATION:
Face - cheek and nose

EDAM ID:
CH-20250306-68



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/1f33fe0def204d7084e6b29800c0cec0>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Simple cheek application scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Ointment

PRODUCT:
No product

APPLICATION:
Cheek

EDAM ID:
CH-20250306-41



EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/35a979ca587e4785810cb29600f22a39>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Simple cheek application scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Cream

PRODUCT:
No product

APPLICATION:
Cheek

EDAM ID:
CH-20250306-41



EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/35a979ca587e4785810cb29600f22a39>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Hand application scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Ointment

PRODUCT:
French 100gr ointment

APPLICATION:
Hand

EDAM ID:
CH-20250306-77



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/10d3eeb8b8404008b9a2b29800c0d8c9>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Hand application scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Cream

PRODUCT:
French 100gr cream

APPLICATION:
Hand

EDAM ID:
CH-20250306-77



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/10d3eeb8b8404008b9a2b29800c0d8c9>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Hand application scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Ointment

PRODUCT:
German
100gr ointment

APPLICATION:
Hand

EDAM ID:
CH-20250306-77



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/10d3eeb8b8404008b9a2b29800c0d8c9>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Hand application scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Cream

PRODUCT:
Middle East
100gr cream

APPLICATION:
Hand

EDAM ID:
CH-20250306-77



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/10d3eeb8b8404008b9a2b29800c0d8c9>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Pottery lady scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Ointment

PRODUCT:
German
100gr ointment

APPLICATION:
Wrist

EDAM ID:
CH-20250306-43



EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/e25ac8ba973a48cea9e2b29600f2b781>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Pottery lady scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Cream

PRODUCT:
Middle East
100gr cream

APPLICATION:
Wrist

EDAM ID:
CH-20250306-43



EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/e25ac8ba973a48cea9e2b29600f2b781>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Sofa lady scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Ointment

PRODUCT:
German
100gr ointment

APPLICATION:
Elbow

EDAM ID:
CH-20250305-45



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/1798f7ca94f3434c9ce9b29600f2cd0d>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Sofa lady scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Cream

PRODUCT:
Middle East
100gr cream

APPLICATION:
Elbow

EDAM ID:
CH-20250305-45



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/1798f7ca94f3434c9ce9b29600f2cd0d>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Hand-to-hand scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Ointment

PRODUCT:
German
100gr ointment

APPLICATION:
None

EDAM ID:
CH-20250306-44



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/b5168f8be0c14bdea3ecb29700fa7898>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Hand-to-hand scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Cream

PRODUCT:
Middle East
100gr cream

APPLICATION:
None

EDAM ID:
CH-20250306-44



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/b5168f8be0c14bdea3ecb29700fa7898>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Shoulder application scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Ointment

PRODUCT:
No product

APPLICATION:
Shoulder

EDAM ID:
CH-20250306-45



EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/b6510338bda6486f98a4b29600f2ea46>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Shoulder application scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Cream

PRODUCT:
No product

APPLICATION:
Shoulder

EDAM ID:
CH-20250306-45



EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/b6510338bda6486f98a4b29600f2ea46>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Family beach scene

We will be able to use the **scenes** and **applications** that best suit our needs.

PRODUCT:
No product

APPLICATION:
None

EDAM ID:
CH-20250306-37



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/7630746e25fd4410bea3b29700fab9c2>

USAGE RIGHTS: Middle East + Turkey, from March 17, 2025 until March 17, 2026.

Family at home scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Cream

PRODUCT:
Middle East
100gr cream

APPLICATION:
None

EDAM ID:
CH-20250305-77



EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/69c085d7883d43099e28b29600f3011b>

USAGE RIGHTS: Middle East + Turkey, from March 17, 2025 until March 17, 2026.

Heel application scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Ointment

PRODUCT:
German
100gr ointment

APPLICATION:
Heel

EDAM ID:
CH-20250306-46



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/eda543badd214c85b2f9b29600f30b0b>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Heel application scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Cream

PRODUCT:
Middle East
100gr cream

APPLICATION:
Heel

EDAM ID:
CH-20250306-46



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/eda543badd214c85b2f9b29600f30b0b>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Sunburnt arm scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Cream

PRODUCT:
Middle East
100gr cream

APPLICATION:
Arm

EDAM ID:
CH-20250305-87



EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/a5774e0336094048a2b2b29600f32f68>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Family desert scene

We will be able to use the **scenes** and **applications** that best suit our needs.

PRODUCT:
No product

APPLICATION:
None

EDAM ID:
CH-20250305-49



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/f6fd71f5085745bcbd9fb29600f34803>

USAGE RIGHTS: Middle East + Turkey, from March 17, 2025 until March 17, 2026.

Child knee application

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Cream

PRODUCT:
Middle East
100gr cream

APPLICATION:
Knee

EDAM ID:
CH-20250306-50



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/d9a1395768c04505b800b29700fadf3c>

USAGE RIGHTS: Middle East + Turkey, from March 17, 2025 until March 17, 2026.

Mother and child happy ending scene

We will be able to use
the **scenes** and
applications that best
suit our needs.

PRODUCT:
No product

APPLICATION:
None

EDAM ID:
CH-20250306-47



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/50b02286e2d64f658ac6b29700fb013d>

USAGE RIGHTS: Middle East + Turkey, from March 17, 2025 until March 17, 2026.

Baby scene

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Ointment

PRODUCT:
French 100gr ointment

APPLICATION:
Baby bottom

EDAM ID:
CH-20250305-50



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/2c5f1366943e463b93d9b29600f39aa1>

USAGE RIGHTS: Europe, from March 17, 2025 until March 17, 2026.

Mode of Action

6”

We will be able to use the **scenes** and **applications** that best suit our needs.

PRODUCT:
No product

EDAM ID:
CH-20250305-52



EDAM LINK: <https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/3c62e2b9f7c74612b28db29600f3b8ab>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Packshots

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
France

PRODUCT:
French 100gr ointment

APPLICATION:
None

EDAM ID:
CH-20250306-49



EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/5b4745a1fef14b7999efb29600f3ee06>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Packshots

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
France

PRODUCT:
French 100gr cream

APPLICATION:
None

EDAM ID:
CH-20250306-49



EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/5b4745a1fef14b7999efb29600f3ee06>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Packshots

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Germany

PRODUCT:
German
100gr ointment

APPLICATION:
None

EDAM ID:
CH-20250306-49



EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/5b4745a1fef14b7999efb29600f3ee06>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Packshots

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Middle East

PRODUCT:
Middle East
100gr cream

APPLICATION:
None

EDAM ID:
CH-20250306-49



EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/5b4745a1fef14b7999efb29600f3ee06>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Packshots

We will be able to use the **scenes** and **applications** that best suit our needs.

VERSION:
Clean shot

PRODUCT:
None

APPLICATION:
None

EDAM ID:
CH-20250306-49



EDAM LINK: <https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/5b4745a1fef14b7999efb29600f3ee06>

USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

KEY VISUALS

3.3

Key
Visual

European summer KV

EDAM ID:
CH-20250305-59

EDAM LINK:
<https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/61983acb31254832af66b296013c8d84>

USAGE RIGHTS: EMEA,
from March 17, 2025 until March 17, 2026.

EMEA



2025



Key
Visual

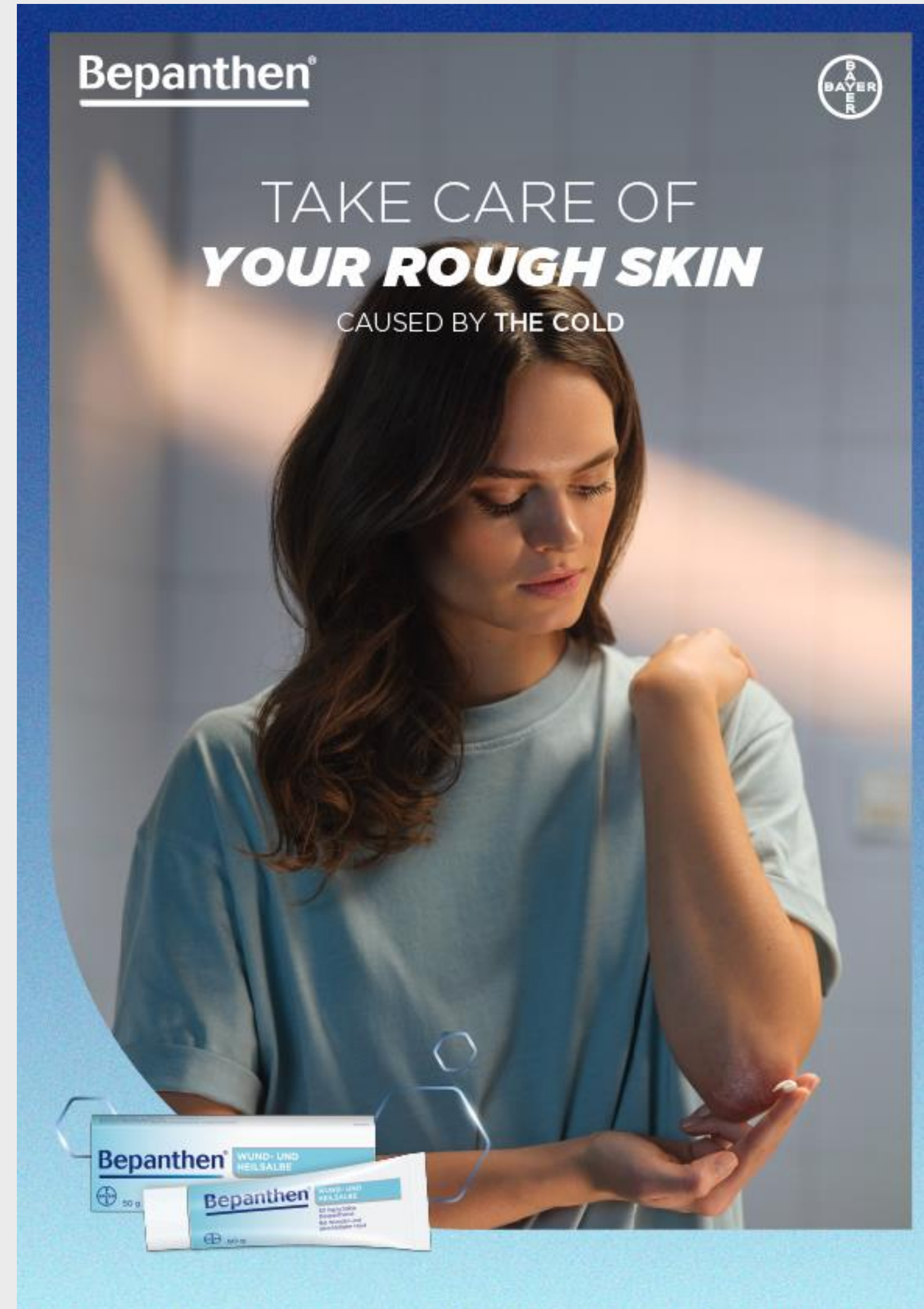
European winter KV

EDAM ID:
CH-20250305-61

EDAM LINK:
<https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/7dc87ff3184245dc8d8ab296013cad25>

USAGE RIGHTS: EMEA,
from March 17, 2025 until March 17, 2026.

EMEA



2025



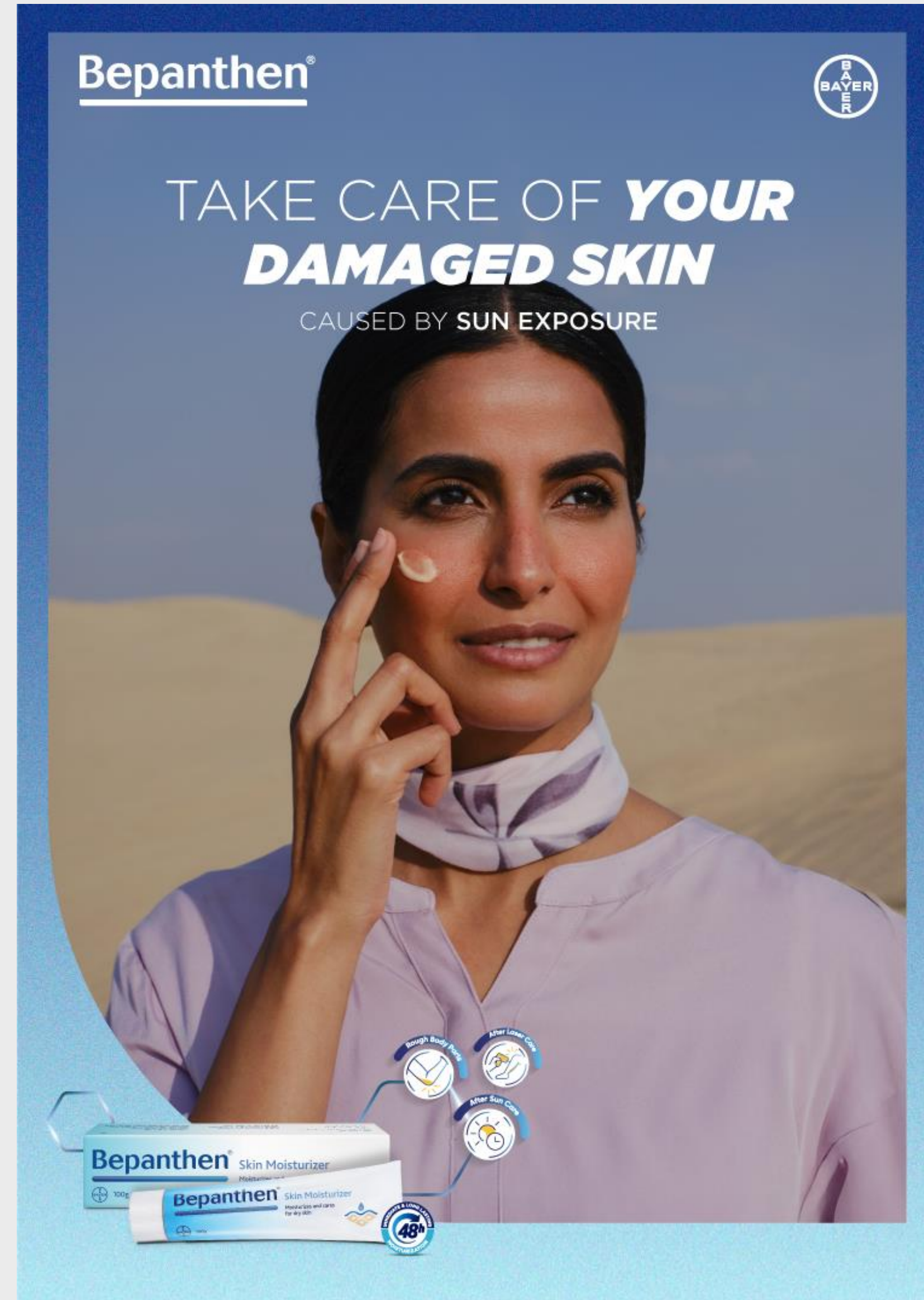
Key
Visual

Middle East KV

EDAM ID:
CH-20250305-60

EDAM LINK:
<https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/61491194538f44b8ad79b296013c6f19>

USAGE RIGHTS: Middle East + Turkey,
from March 17, 2025 until March 17, 2026.



Key
Visual

Generic skin KV

EDAM ID:
CH-20250305-62

EDAM LINK:
<https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/2e64506d507d41959cc8b296013c51fb>

USAGE RIGHTS: EMEA,
from March 17, 2025 until March 17, 2026.

EMEA



2025



SOCIAL ASSETS

3.4

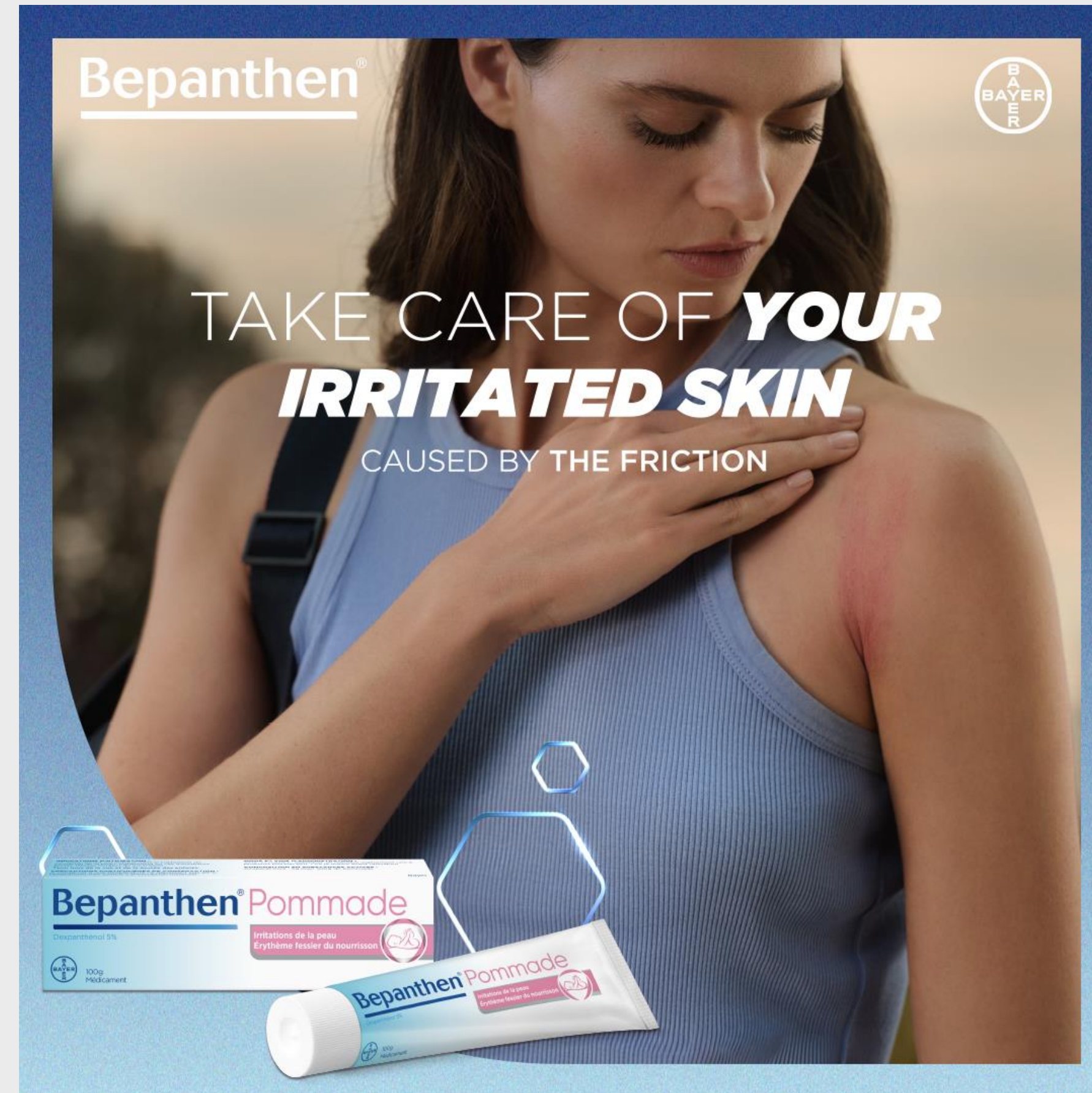
Social assets

European summer static social post

1x1

EDAM ID:
CH-20250305-88

EDAM LINK:
<https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/14ec83bef78b4f2e9819b29700f188e4>



USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Social assets

European winter static social post

1x1

EDAM ID:
CH-20250305-88

EDAM LINK:
<https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/14ec83bef78b4f2e9819b29700f188e4>



USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

Social assets

Middle East static social post

1x1

EDAM ID:
CH-20250305-88

EDAM LINK:
<https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/14ec83bef78b4f2e9819b29700f188e4>



USAGE RIGHTS: Middle East + Turkey, from March 17, 2025 until March 17, 2026.

Social assets

Generic skin static social post

1x1

EDAM ID:
CH-20250305-88

EDAM LINK:
<https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/14ec83bef78b4f2e9819b29700f188e4>



USAGE RIGHTS: EMEA, from March 17, 2025 until March 17, 2026.

EXECUTIONAL GUIDELINES **4**

Font

We will use **Gotham** as the main font for the principal copies and the product uses in weight **light, medium** and **ultra italic**.

We will always use white color for this font because we will always use this font over photos.

Gotham Ultra Italic

***A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z***

Gotham Medium

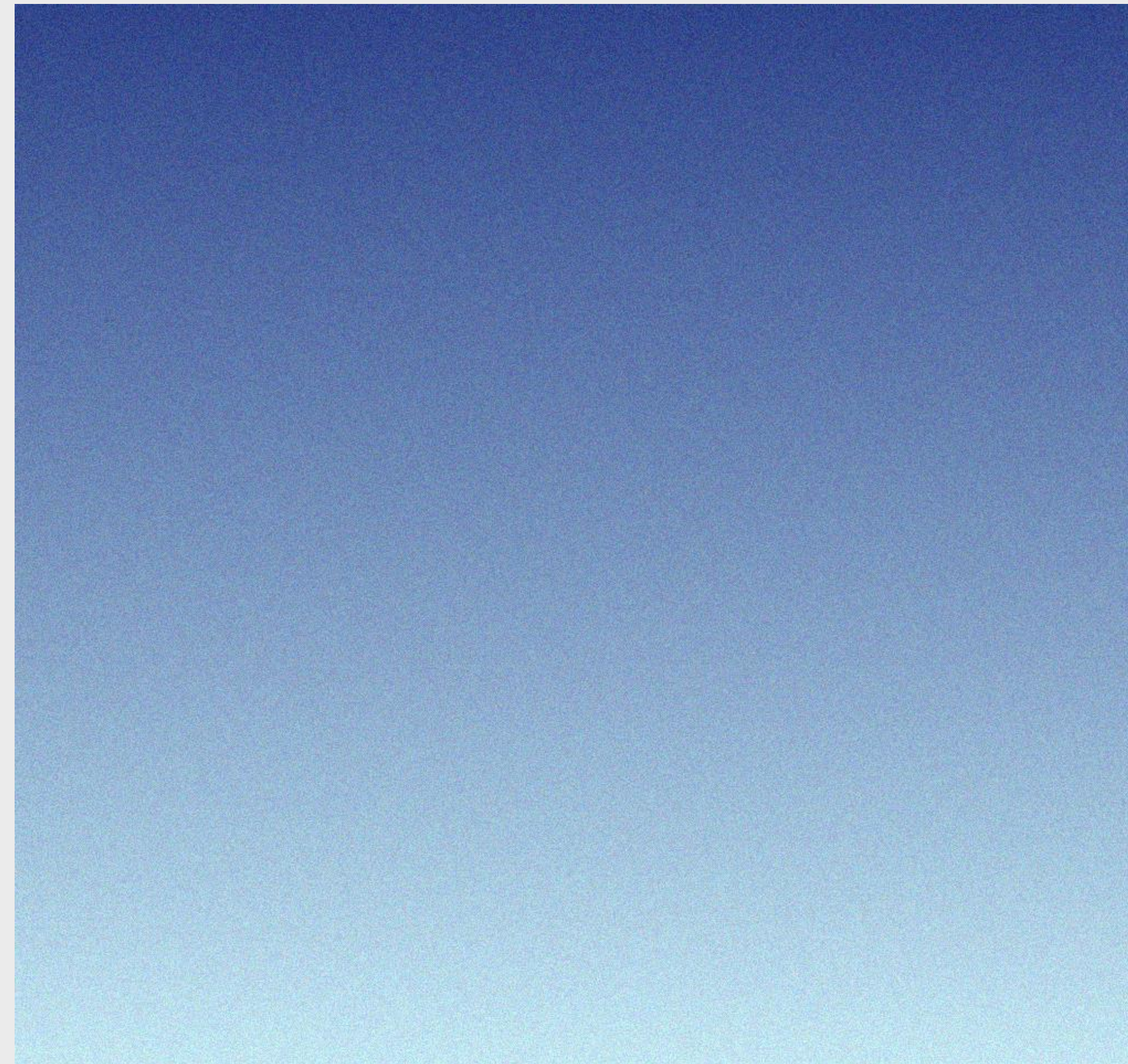
**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

Gotham Light

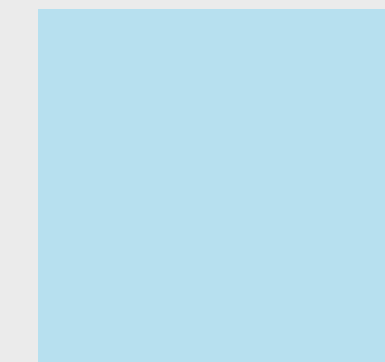
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

Background color image

For the different graphic assets, we will use this gradient as a background.



RGB: 21 56 135
CMYK: 100% 84% 16% 2%
#153887



RGB: 183 224 239
CMYK: 32% 0% 7% 0%
#b7e0ef



Noise filter in 9,5 uniform
Photoshop

Graphics

For the different graphic assets, we will use these hexagons in the arrangement and size that best suits our needs to reinforce the product images or our graphics.




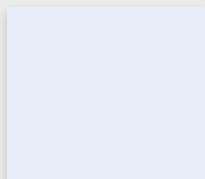
Angle of the gradient: 120°

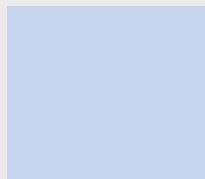


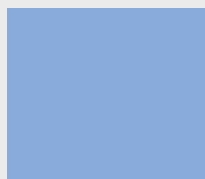
Colors from left to right:

 RGB: 139 173 220
CMYK: 53% 23% 0% 0%
#8baddc

 RGB: 61 87 128
CMYK: 86% 62% 26% 10%
#3d5780

 RGB: 231 237 249
CMYK: 12% 5% 0% 0%
#e7edf9

 RGB: 200 213 239
CMYK: 26% 12% 0% 0%
#c8d5ef

 RGB: 136 171 219
CMYK: 54% 24% 0% 0%
#88abdb

 RGB: 38 81 106
CMYK: 91% 56% 37% 26%
#26516a

USAGE RIGHTS

5

Usage rights

The following applies to all the assets included in this toolkit:

Channels:

- TVC, OLV & SM: TV, Demand platforms, Digital, POS, OOH, corporate use, Host with no paid media, TV in stores/pharmacies & Bepanthen Websites, including partner websites.
- KV: POS, Print, OOH, Corporate use & Internet*.

Duration: From March 17, 2025 until March 17, 2026.

Territory: Depending on asset - Please consult the next page.

*Internet includes any content created allocated in www pages (own webpage, third parties web pages, blogs, brand website, e-commerce platforms website, etc.) that we can access through a connected device (computer, laptop, tablet, phone, etc.). Differently to Internet, Online (or Digital) includes Apps, online platforms, newsletters.

Usage rights

Market and version

TVC Middle East winter 30”

TVC Germany 15” - with 4" legal tag

TVC France summer irritation 20”

Territory

Middle East + Turkey

EMEA,

EMEA

*Internet includes any content created allocated in www pages (own webpage, third parties web pages, blogs, brand website, e-commerce platforms website, etc.) that we can access through a connected device (computer, laptop, tablet, phone, etc.). Differently to Internet, Online (or Digital) includes Apps, online platforms, newsletters.

Usage rights

Scene	Territory	Scene	Territory
Dancing lady	Europe without Turkey,	Shoulder application	EMEA
Tattoo lady	Europe without Turkey	Family beach	Middle East + Turkey
Summer bike	EMEA	Family at home	Middle East + Turkey
Winter snow couple	Europe without Turkey	Heel application	EMEA
Couple happy ending	EMEA	Sunburnt arm	EMEA
Face application	EMEA	Family desert	Middle East + Turkey
Simple check application	EMEA	Child knee application	Middle East + Turkey
Hand application	EMEA	Mother and child happy ending	Middle East + Turkey
Pottery Scene	EMEA	Baby	Europe
Sofa lady	EMEA	Mode of action	EMEA
Hand-to-hand	EMEA	Packshots	EMEA

*Internet includes any content created allocated in www pages (own webpage, third parties web pages, blogs, brand website, e-commerce platforms website, etc.) that we can access through a connected device (computer, laptop, tablet, phone, etc.). Differently to Internet, Online (or Digital) includes Apps, online platforms, newsletters.

Key Visuals

European summer KV
European winter KV
Middle East KV
Generic skin KV

Territory

EMEA
EMEA
Middle East + Turkey
EMEA

Social Assets

European summer static social post
European winter static social post
Middle East static social post
Generic skin static social post

Territory

EMEA
EMEA
Middle East + Turkey
EMEA

*Internet includes any content created allocated in www pages (own webpage, third parties web pages, blogs, brand website, e-commerce platforms website, etc.) that we can access through a connected device (computer, laptop, tablet, phone, etc.). Differently to Internet, Online (or Digital) includes Apps, online platforms, newsletters.

EDDAM INDEX



Edam Index

Market and version	EDAM ID number	EDAM link
TVC Middle East winter 30"	CH-20250306-83	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/c0c948d03bee455983b8b29800d73c42
TVC Germany 15" - with 4" legal tag	CH-20250305-66	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/617c380373684b9dbc4eb29700df0406
TVC France summer irritation 20"	CH-20240923-11	https://bayer.dam.aprimo.com/dam/contentitems/fe74e7a145914a59aab1b29800d03d1c

Edam Index

Scenes	EDAM ID number	EDAM link
Dancing lady scene	CH-20250305-46	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/2fa72179d7934036874cb29600f1b7d4
Tattoo lady scene	CH-20250305-47	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/a96f9e4828fa454c9141b29600f1d9be
Summer bike scene		https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/db835752af9644d28ff5b29700f849b7
Winter snow couple scene	CH-20250306-36	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/3c8402e8fd3453d8e15b29700f92833
Couple happy ending scene	CH-20250306-39	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/c4e5b2865c6c4ba2a2a9b29600f22023
Face application scene	CH-20250306-68	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/1f33fe0def204d7084e6b29800c0cec0

Edam Index

Scenes	EDAM ID number	EDAM link
Simple cheek application scene	CH-20250306-41	https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/35a979ca587e4785810cb29600f22a39
Hand application scene	CH-20250306-77	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/10d3eeb8b8404008b9a2b29800c0d8c9
Pottery lady scene	CH-20250306-43	https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/e25ac8ba973a48cea9e2b29600f2b781
Sofa lady scene	CH-20250305-45	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/1798f7ca94f3434c9ce9b29600f2cd0d
Hand-to-hand scene	CH-20250306-44	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/b5168f8be0c14bdea3ecb29700fa7898
Shoulder application	CH-20250306-45	https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/b6510338bda6486f98a4b29600f2ea46

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Scenes	EDAM ID number	EDAM link
Family beach scene	CH-20250306-37	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/7630746e25fd4410bea3b29700fab9c2
Family at home scene	CH-20250305-77	https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/69c085d7883d43099e28b29600f3011b
Heel application scene	CH-20250306-46	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/eda543bad214c85b2f9b29600f30b0b
Sunburn arm scene	CH-20250305-87	https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/a5774e0336094048a2b2b29600f32f68
Family desert scene	CH-20250305-49	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/f6fd71f5085745bcbd9fb29600f34803
Child knee application	CH-20250306-50	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/d9a1395768c04505b800b29700fadf3c

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Scenes	EDAM ID number	EDAM link
Mother and child happy ending scene	CH-20250306-47	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/50b02286e2d64f658ac6b29700fb013d
Baby scene	CH-20250305-50	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/2c5f1366943e463b93d9b29600f39aa1
Mode of action	CH-20250305-52	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/3c62e2b9f7c74612b28db29600f3b8ab
Packshots	CH-20250306-49	https://bayer.dam.aprimo.com/dam/contentitems/drafts/items/5b4745a1fef14b7999efb29600f3ee06

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Key Visuals	EDAM ID number	EDAM link
European summer KV	CH-20250305-59	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/61983acb31254832af66b296013c8d84
European winter KV	CH-20250305-61	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/7dc87ff3184245dc8d8ab296013cad25
Middle east KV	CH-20250305-60	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/61491194538f44b8ad79b296013c6f19
Generic skin KV	CH-20250305-62	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/2e64506d507d41959cc8b296013c51fb

Social Assets	EDAM ID number	EDAM link
Post Asset 1x1	CH-20250305-88	https://bayer.dam.aprimo.com/dam/collections/d23f667219304fa58a3bb28a012745ee/items/14ec83bef78b4f2e9819b29700f188e4