

Bepanthen[®]

DERMA



Bepanthen®

DERMA

HCP COMMUNICATION
STRATEGY





DEAR BEPANTHEN® TEAMS

This **HCP Communication Strategy** provides **global guidance** for internal use only, informing through recommendations the local Healthcare Professional activation toolkits



The tool was **created with Dermatologists** as the primary audience in mind, as Dermatologists are an important HCP influencers in dry skin according to the Consumer Shopper Journey. The Communication Strategy should be adapted to local needs.



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 full in home use test reports shared in the regulatory technical dossier and according to the local regulations.

Wishing you much success

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The Bepanthen® Derma HCP strategy

The Bepanthen® HCP step model helps you identify:

THE RIGHT
INFORMATION TO
COMMUNICATE



THE RIGHT HCP
TARGET



THE RIGHT
CHANNEL TO USE

The Bepanthen® HCP step model



BEFORE YOU START...

How **important** are **HCP influencers** in the dry skin category?



QUESTION 1

Who are the **most important HCP influencers** in the dry skin category?



QUESTION 2

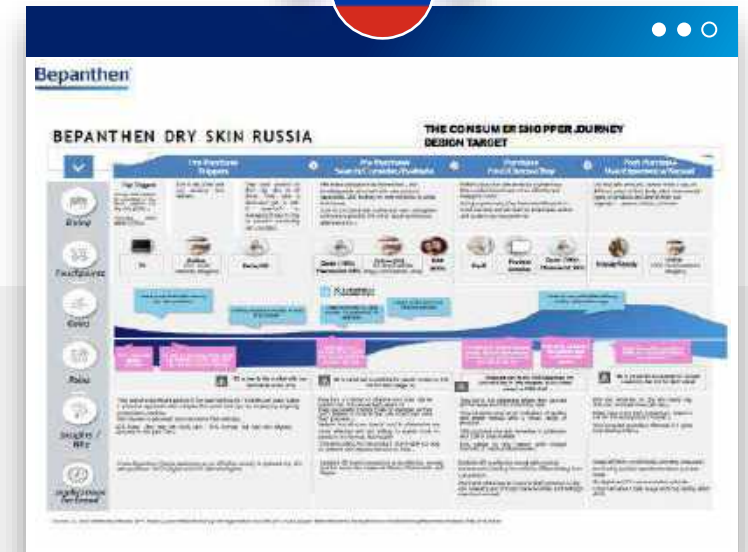
What is the **key message** for our HCP influencers in the dry skin category, and which channels should we use to communicate it?



How important are HCP influencers in the dry skin category?



Consumer Shopper Journeys (CSJs) formed the basis for identifying the importance of HCPs to dry 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**



Source: Bepanthen CSJ (Brazil-Germany-Russia).





Who are the **most important HCP influencers** in the dry skin category?



Dermatologists and Pharmacists are the most important influencers in dry skin

Consolidated Global View HCP Heat Map for Dry Skin



Influencers (HCP)

Dry Skin

DERMATOLOGISTS



PHARMACISTS



G P s



■ High Importance

■ Low Importance

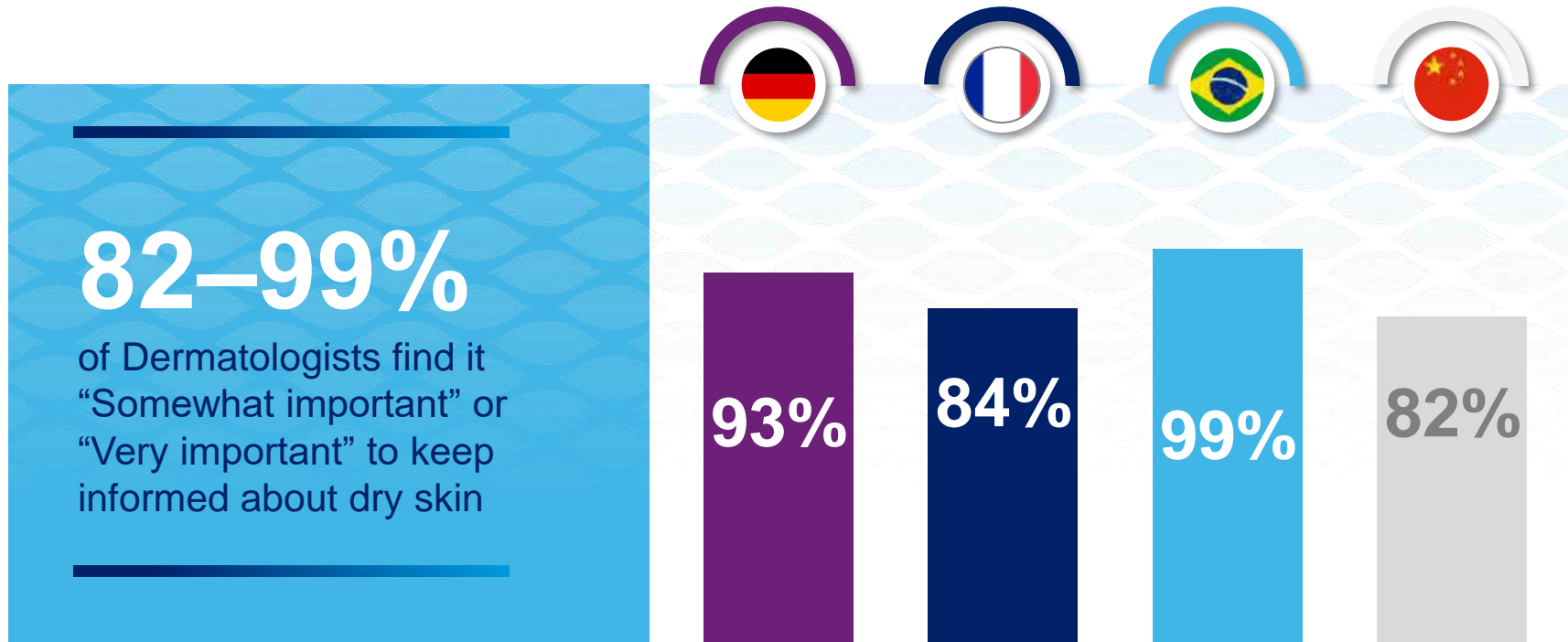
Source: Bepanthen® Equity Study 2018.



Who are the **most important HCP influencers** in the dry skin category?



Dermatologists find it important to keep informed about dry skin



DRY SKIN (N = 320)

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





Who are the **most important HCP influencers** in the dry skin category?



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

DERMATOLOGIST ARCHETYPES



Global
(n=320)



Germany
(n=90)



France
(n=90)



Brazil
(n=90)



China
(n=50)

Archetype	Global (n=320)	Germany (n=90)	France (n=90)	Brazil (n=90)	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.



COMMUNICATION CHANNEL USAGE AND PREFERENCE

DERMATOLOGISTS



Who are the **most important HCP influencers** in the dry skin category?



Dermatologists are the most commonly consulted HCPs in dry skin

IN BRAZIL AND RUSSIA

Dermatologists were the most commonly consulted HCPs

IN GERMANY

However, **Pharmacists** were the most commonly consulted HCPs

High levels of pre-purchase planning suggest pharmacists were consulted for their knowledge, rather than influencing brand choice



BRAZIL



GERMANY



RUSSIA

% OF ALL RESPONDENTS	BRAZIL		GERMANY		RUSSIA	
	Consulted last year	Ever consulted	Consulted last year	Ever consulted	Consulted last year	Ever consulted
DERMATOLOGISTS	62%	90%	54%	79%	56%	71%
GPS	53%	70%	50%	66%	50%	64%
PHARMACISTS	48%	67%	63%	75%	49%	58%

Source: Bepanthen CSJ (Brazil-Germany-Russia).





Which **communication channels** should we use and for which messages?



Dermatologists access key information through F2F channels and print media



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%

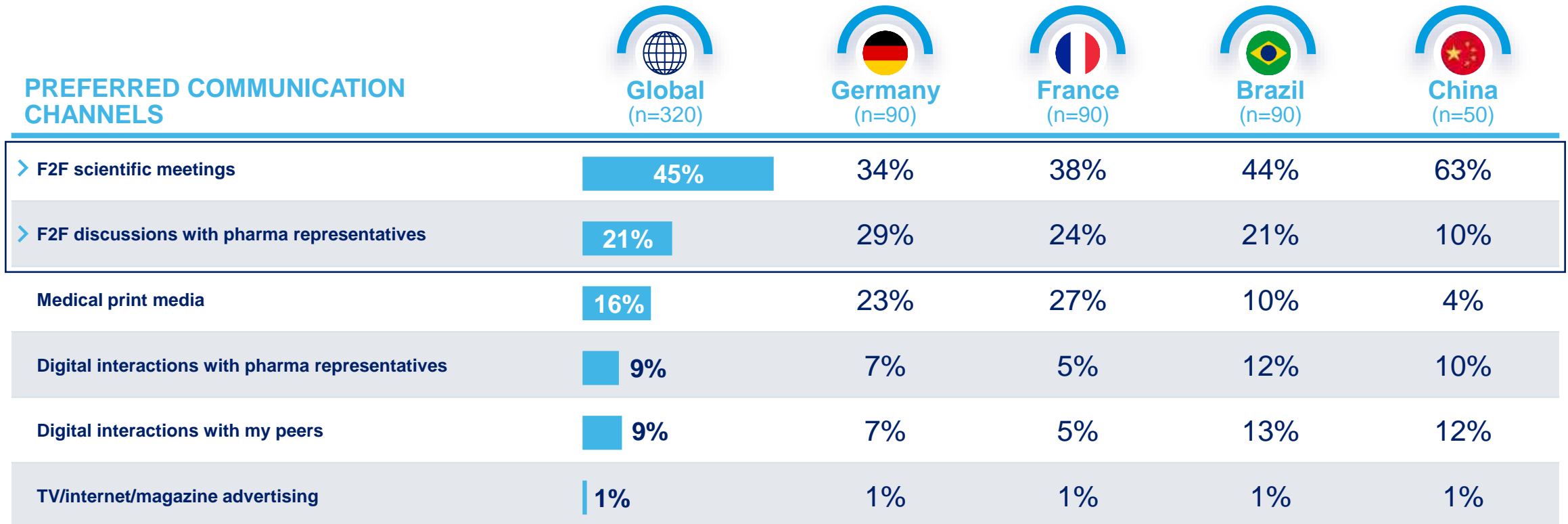
Source: HCP Channel Preference (Bepanthen®) – SKIM Consumer Health, July 2019.



Which **communication channels** should we use and for which messages?



In most countries, F2F scientific meetings are the preferred communication channel for Dermatologists



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



Take-home messages for each part of the HCP step model



BEFORE YOU START...

How **important are HCP influencers** in the dry skin category?

TAKE-HOME MESSAGES:

HCPs are very important for Bepanthen® Derma, and **Dermatologists/pharmacists are very important HCP influencers** in dry skin



QUESTION 1

Who are the **most important HCP influencers** in the dry skin category?



QUESTION 2

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

TAKE-HOME MESSAGES:

F2F channels/Digital are preferred by Dermatologists for most types of information



DRIVERS AND BARRIERS TO RECOMMENDATION


DERMATOLOGISTS



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

	 Germany (n=180)	 France (n=91)	 Brazil (n=93)
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 EXPECTATION TO THE USE OF PRODUCT SAMPLES

	 Germany (n=180)	 France (n=180)	 Brazil (n=180)
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 ensure an ongoing supply that is customised to their needs

Source: Bayer OTC HCP JTBD Exploration US-Qual research, October 2019.



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 the use 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® Derma



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® Derma with different patients**

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





Communicating the right efficacy message at the right stage will drive Bepanthen® Derma recommendations

In the subsequent sections we will focus on:



Defining 'Job to be done'/key messages to Dermatologists at each step of their adoption path, to help move them from one stage to another and by doing so, achieve the behaviour change we desire

We will focus on:



01

Awareness

02

Consideration

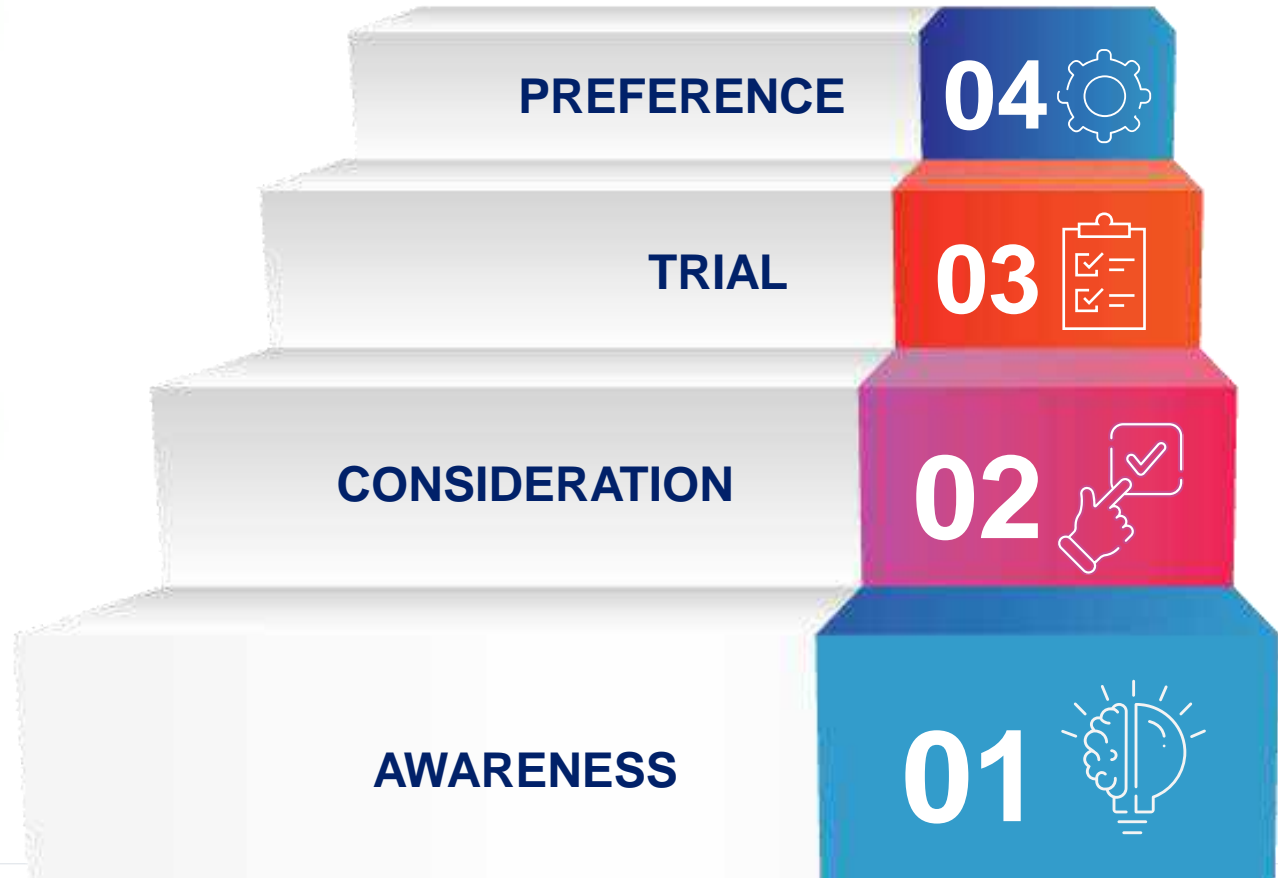
03

Trial

04

Preference

DERMATOLOGIST ADOPTION PATH





UNDERSTANDING YOUR HCP AUDIENCE

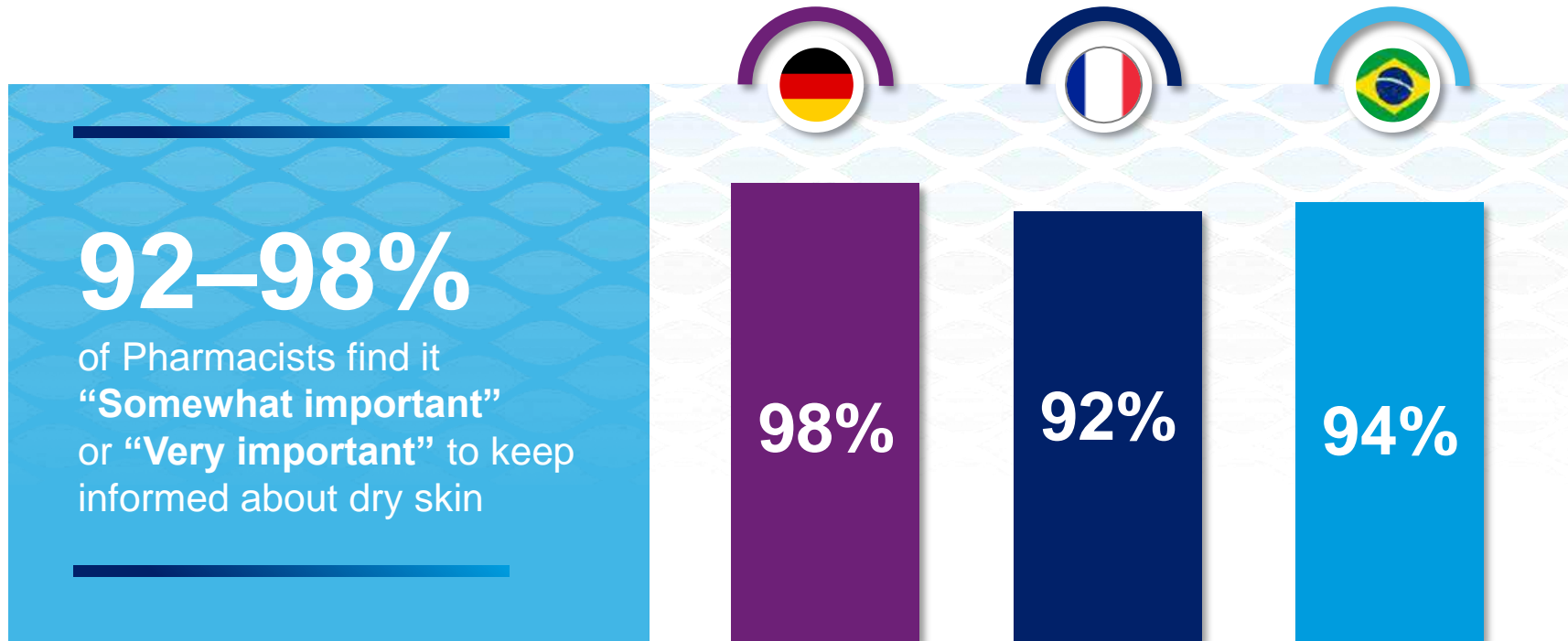
PHARMACISTS



Who are the **most important HCP influencers** in the dry skin category?



Pharmacists also find it important to keep informed about dry skin



DRY SKIN (N = 225)



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



Who are the **most important HCP influencers** in the dry skin category?



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

PHARMACIST ARCHETYPES



Global
(n=500)



Germany
(n=90)



France
(n=180)



Brazil
(n=180)



China
(n=50)

Pharmacist Archetype	Global (n=500)	Germany (n=90)	France (n=180)	Brazil (n=180)	China (n=50)
> Evidence-driven Early Adopter Interaction Embracer	35%	19%	32%	44%	46%
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Evidence-driven Early Adopter Interaction Sceptical	6%	3%	6%	3%	18%
Experience-driven Early Adopter Interaction Sceptical	4%	3%	3%	6%	6%
Experience-driven Late Adopter Interaction Sceptical	3%	3%	6%	2%	0%
Evidence-driven Late Adopter Interaction Sceptical	4%	4%	6%	3%	0%

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



COMMUNICATION CHANNEL USAGE AND PREFERENCE

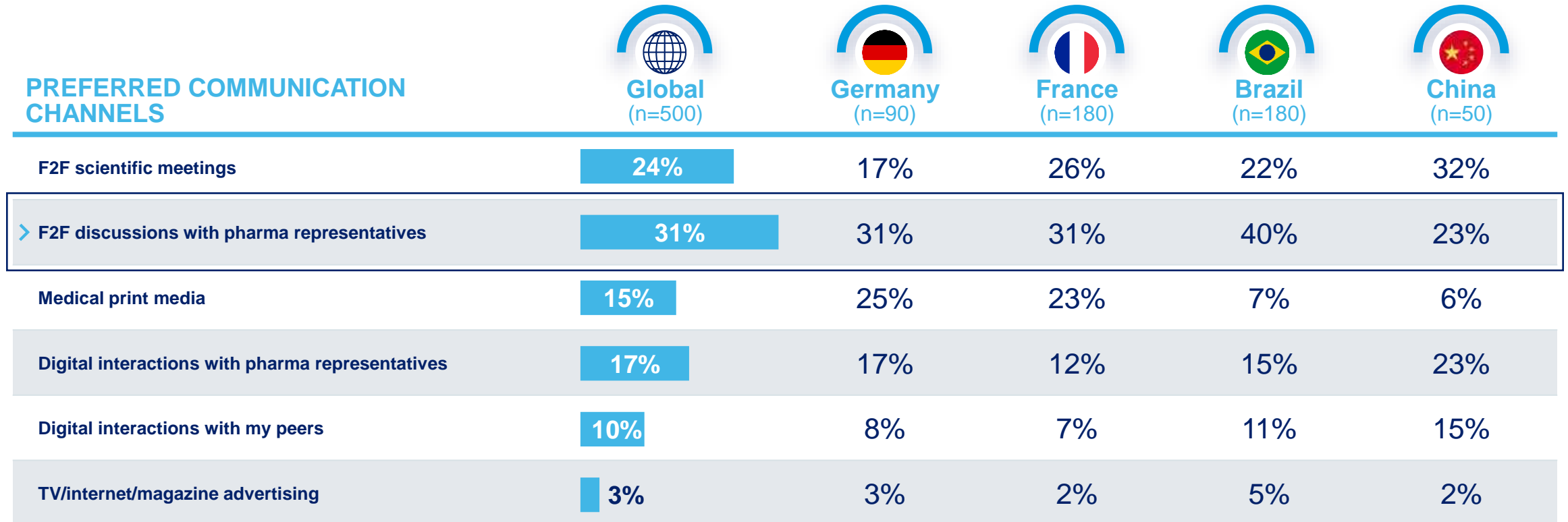
PHARMACISTS



Which **communication channels** should we use and for which messages?



In most countries, F2F scientific meetings with pharmaceutical representatives are the preferred communication channel for Pharmacists



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





Which communication channels should we use and for which **messages**?



Pharmacists access key information through F2F channels and print media



TOP 4 PREFERRED COMMUNICATION CHANNELS

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Therapeutic guidelines	44%	41%	36%	27%
Product comparison	47%	37%	38%	25%
Innovations/latest developments	52%	39%	38%	26%
Case studies	35%	34%	35%	23%
Info on exhibitions and conferences	35%	19%	29%	21%
Product format/ingredients	57%	39%	28%	23%
Instructions for use	61%	43%	29%	30%
Online educational programmes	28%		23%	40%
KOL videos	22%		26%	22%

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



Take-home messages for each part of the HCP step model



BEFORE YOU START...

How **important are HCP influencers** in the dry skin category?

TAKE-HOME MESSAGES:

Pharmacists are also very important HCP influencers in dry skin



QUESTION 1

Who are the **most important HCP influencers** in the dry skin category?



QUESTION 2

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

TAKE-HOME MESSAGES:

F2F channels are also preferred by Pharmacists for most types of information



DRIVERS AND BARRIERS TO RECOMMENDATION




PHARMACISTS



Who are the **most important HCP influencers** in the dry skin category?



The main drivers for recommending Bepanthen® are good efficacy and experience, but preference for other brands can be a barrier

	 GERMANY (n=45)	 FRANCE (n=90)	 BRAZIL (n=90)	
DRIVERS	PHARMACISTS' DRIVERS AND BARRIERS TO RECOMMENDATION			
	Good efficacy	36%	27%	50%
	Good experience	50%	12%	54%
	Good tolerability	7%	4%	11%
	Proven/reliable brand	29%	4%	11%
	Reasonably priced	-	-	4%
BARRIERS	Too expensive	7%	4%	4%
	Not preferred product	29%	23%	-
	Lack of experience	-	8%	-
	Lack of efficacy	-	8%	4%
	Insufficient sales contact	-	-	-
	Not recommended because of TV advertising	-	-	-
	Other	-	-	-

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





COMMUNICATION STRATEGY

Bepanthen® Derma Detailing Strategy – Complete Framework



“Tell me about your new dry skin product range and why it’s different”

Introducing the **Bepanthen® Derma** range of medicated skin care products for dry skin

Traditional treatment of dry skin focused on relieving the symptoms

The latest research on the pathophysiology of dry skin has identified the root cause to be **impaired epidermal differentiation** (Expert Review Paper)

Bepanthen® Derma contains a unique combination of **five key ingredients** that treat the root cause of dry skin while also relieving the symptoms

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

Summary – The Bepanthen® Derma range of medicated skin care products includes moisturisation and cleansing for face and body, and covers all your patients’ dry skin needs

Objection handler

“Tell me why I should consider Bepanthen® Derma vs other emollients”

Introducing the **Bepanthen® Derma Body** products for dry skin

Clinically proven to provide **immediate and lasting skin hydration**

Clinically proven to **increase lipid levels** within the stratum corneum

Clinically proven to **restore the skin barrier**

All backed by **user claims**

Patient 1 Diana, 35, very dry skin, cold weather	Patient 2 Maya, 59, dry flaky skin, age, cold weather	Patient 3 Nicole, 26, dry skin, cold weather
--	---	--

Recommendation for patients based on **lipid matrix**

Summary – The Bepanthen® Derma range of medicated skin care products includes moisturisation and cleansing for face and body, and covers all your patients’ dry skin needs

Objection handler

“Help me understand why I should recommend Bepanthen® Derma for my patients”

Introducing the **Bepanthen® Derma Face** Creams for dry skin

Clinically proven to provide **immediate and lasting skin hydration**

Clinically proven to **increase lipid levels** within the stratum corneum

Clinically proven to **restore the skin barrier**

All backed by **user claims**

Patient 1 Lola, 28, very dry skin, cold weather	Patient 2 Anna, 54, dry skin, menopause	Patient 3 Elisabeth, 45, very dry, rough skin, smoker
---	---	---

Recommendation for patients based on **lipid matrix**

Summary – The Bepanthen® Derma range of medicated skin care products includes moisturisation and cleansing for face and body, and covers all your patients’ dry skin needs

Objection handler

“Tell me how Bepanthen® Derma can help my patients with dry skin due to comorbidities”

Patient profile
Irene, 28, has diabetes and suffers from frequent episodes of dry skin

Diabetes and other comorbidities can predispose a person to dry skin

Bepanthen® Derma comprises a full range of medicated skin care products for all types of dry skin, including several that have been **tested on patients with diabetes**

Efficacy data in diabetes

- Replenishing Body Lotion
- Restoring Body Lotion
- Intense Repairing Daily Body Balm

These products rate **high for patient satisfaction**

- Patient satisfaction key claims

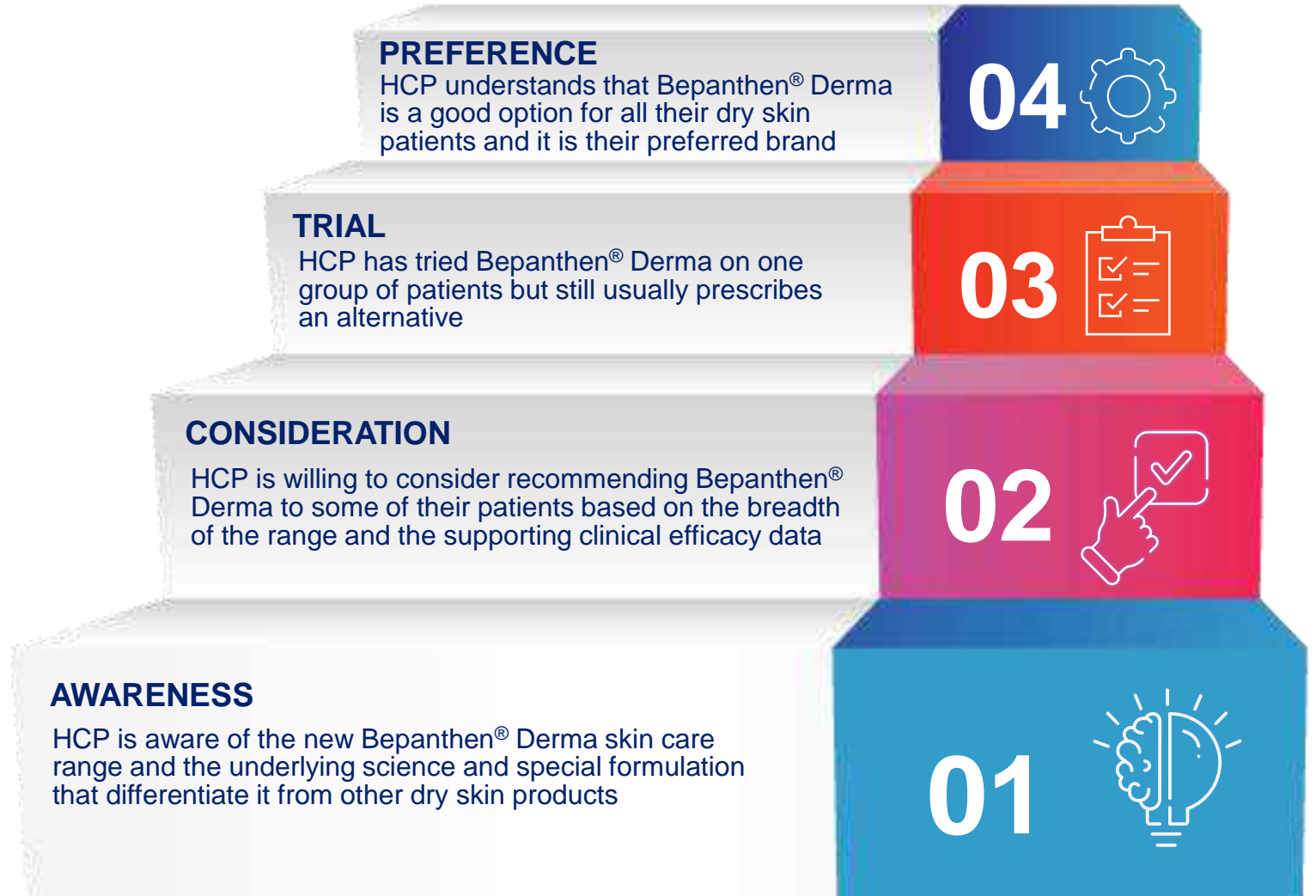
Summary – The Bepanthen® Derma range of medicated skin care products includes moisturisation and cleansing for face and body, and covers all your patients’ dry skin needs

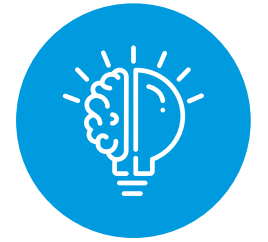
Objection handler

What is the adoption path?

The Adoption Path 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





01

AWARENESS
STAGE

Moving Dermatologists up the adoption path



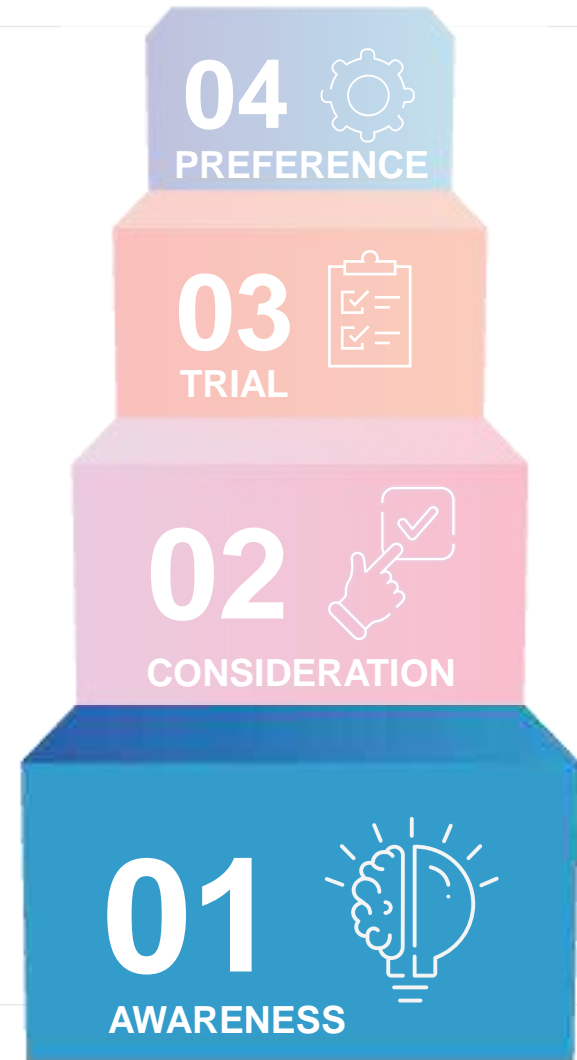
At this first detailing stage, **we assume that Dermatologists are familiar with the Bepanthen® brand**, but we want to tell them about the new Bepanthen® Derma range



We need to introduce the range, highlight that it contains products for moisturisation and cleansing, and discuss what makes Bepanthen® Derma different from traditional dry skin formulations



In this awareness stage, we will **focus the detailing on the science** underlying the formulation for Bepanthen® Derma



Moving Dermatologists up the adoption path

DERMATOLOGIST THINKS

MEDICAL REP SAYS

<p>Target: Aware</p>	<p>I already have certain dry skin products that I recommend to my patients with xerosis. What makes your new range different?</p>	<p>Bepanthen® Derma has a unique formulation that restores normal epidermal differentiation, the root cause of xerosis, thereby offering not only immediate relief from symptoms but also lasting moisturisation”</p>	<p>Message to drive Aware</p>
<p>Now: Aware Target: Consider</p>	<p>I want to recommend something that goes beyond moisturisation and will genuinely improve my patients' xerosis</p>	<p>The Bepanthen® Derma range has been clinically proven to increase skin hydration and barrier function and includes face creams, body lotions and cleansing washes to cover all dry skin needs</p>	<p>Message to drive Consider</p>
<p>Now: Consider Target: Trial</p>	<p>I know Bepanthen® Derma is a good option for my patients who get xerosis due to environmental factors, but what about my other patients, whose xerosis is triggered by other factors?</p>	<p>I understand that there are many factors underlying xerosis. Whatever the cause, Bepanthen® Derma effectively treats all levels of xerosis. And comes very highly rated by patients</p>	<p>Message to drive Trial</p>
<p>Now: Trial Target: Preference</p>	<p>I am recommending Bepanthen® Derma for many of my dry skin patients, but I tend to recommend other emollients for my patients with comorbidities</p>	<p>I understand that patients with comorbidities need special attention. The Bepanthen® Derma range has been tested thoroughly, including on diabetic skin, where it was clinically proven to be effective, and highly rated by patients</p>	<p>Message to drive Preference</p>

Detailing the Awareness stage





We need an engaging hook and clear benefit with supporting messages

> HCP INSIGHT

[To be defined by the countries]

Did you know that **dry skin is one of the most common conditions seen by dermatologists** and GPs.¹ Prevalence rates vary from around 30% of the population,² up to 99% in the elderly³

> HOOK

Did you know that the **root cause of xerosis is disturbed epidermal differentiation** in the lower layers of the epidermis, leading to impaired cell renewal?

Did you know that a recent **Expert Review defined five key components** that an effective emollient should include?

Bepanthen® Derma, from Bayer, **contains a unique combination of ingredients** that has been endorsed by experts and not only provides immediate relief from xerosis, but also addresses the root cause

> BENEFIT

For your patients with different dry skin needs, Bepanthen® Derma **restores normal epidermal differentiation**, soothes itchy dry skin, replaces lost skin lipids, and provides immediate and lasting moisturization

1. Evidence shows that the **root cause of dry skin lies deep within the epidermis, where the cell renewal process** (epidermal differentiation) is not functioning properly. Therefore an 'inside-out approach' to treatment addressing this underlying cause is most effective⁴

2. Bepanthen® Derma **contains a unique combination of five key components** that relieves the symptoms of dry skin and supports epidermal differentiation

3. Bepanthen® has over **75 years of expertise in medicated skin care** and skin healing

> RTBs





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

COMMUNICATION OBJECTIVE



Build awareness of Bepanthen® Derma

JOB TO BE DONE



GET Dermatologists TO be aware of the new Bepanthen® Derma range BY reinforcing how the **Bepanthen® Derma range helps to address the root cause of dry skin**, Bepanthen® Derma's unique formulation, and Bepanthen®'s heritage in medicated skin care

CURRENT BEHAVIOUR



This Dermatologist is currently **recommending traditional dry skin products/other dry skin care products for their patients**, which relieve symptoms but don't necessarily target the root cause of dry skin

AWARENESS

This Dermatologist understands why Bepanthen® Derma's **unique formulation makes it different from traditional dry skin treatments**, and is ready to learn which patients would benefit most

DESIRED BEHAVIOUR





Traditional dry skin treatments use the 'outside-in' approach

This approach focuses on relieving the symptoms of dry skin



Lipid-based treatments such as **natural oils**



Treatment aims to occlude skin surface to **hold in moisture** and supplement the lost lipid content in the stratum corneum¹



Achieves some reduction in **transepidermal water loss (TEWL)** and soothing of the irritated skin¹



However, this approach does not address the root cause of dry skin – **disturbed epidermal differentiation**



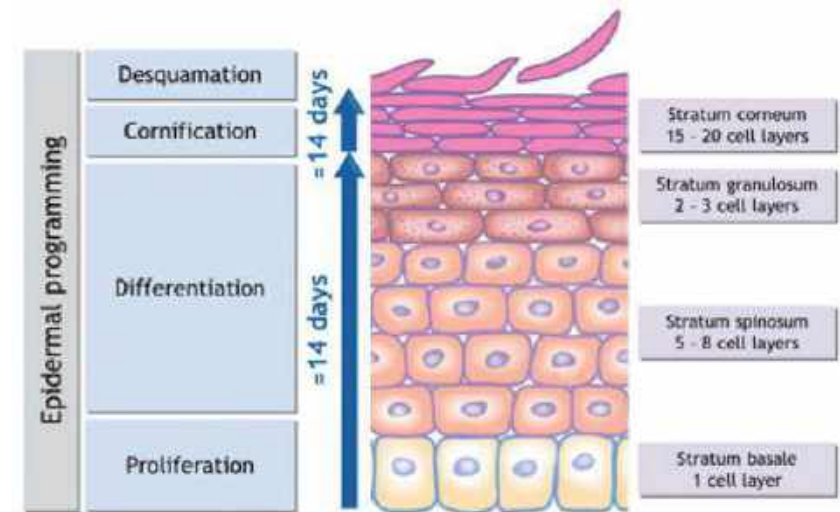


Disturbed epidermal differentiation is the root cause of dry skin

Our improved knowledge of skin structure and the pathophysiology of dry skin has demonstrated that the root cause of dry skin is **disturbed epidermal differentiation** in the deeper skin layers, and therefore restoration of normal epidermal differentiation is the best way to manage dry skin^{1,2}



This requires an **approach that goes deeper into the skin**, focusing on stimulation of epidermal intrinsic pathways to support the production of normal epidermal cells and lipids in the stratum corneum¹

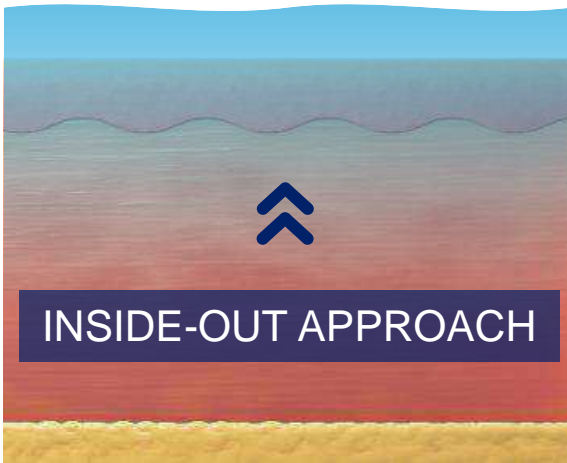


The process of generating cells for the stratum corneum begins in the lower layers of the skin, where proliferation and differentiation take place. A disturbance in this process produces poor cellular material



Now widely accepted that an 'inside-out' approach is the best way to treat dry skin

BEPANTHEN® DERMA USES AN 'INSIDE-OUT' APPROACH



This approach focuses on supporting normal epidermal differentiation and thereby restoring healthy skin



Requires an ingredient capable of **supporting cellular metabolism and lipid synthesis**, eg, dexpanthenol^{1,2}



Supports normal cellular maturation by supplying lipids and natural moisturising factors that readily penetrate through the skin³



Reinforces regeneration of the **lipid lamellae** – integral to retaining water in the skin^{1,3}



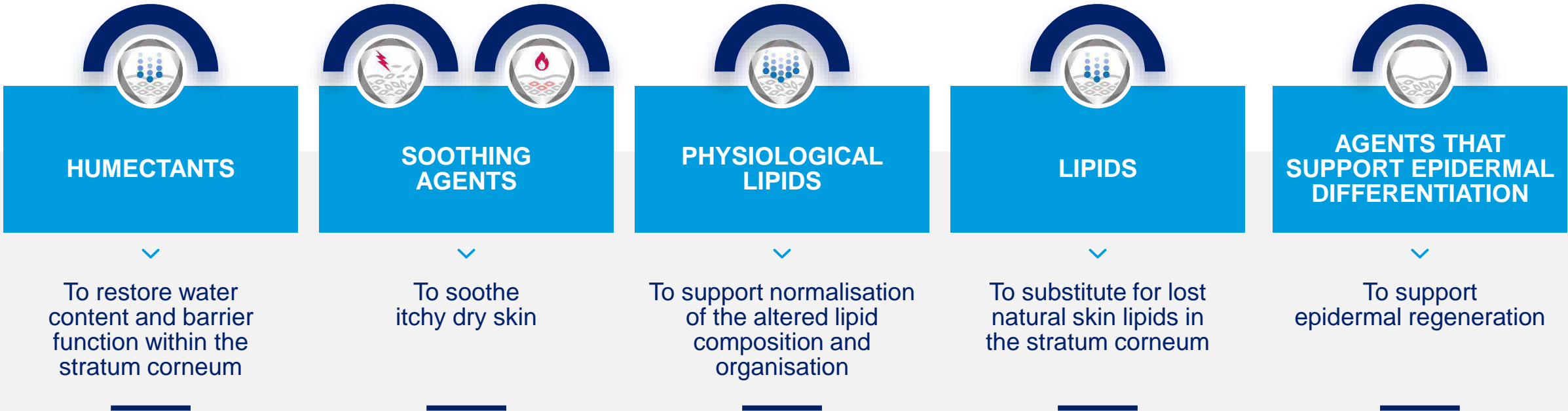
Restores the tight **'brick and mortar' model** of the stratum corneum, reducing TEWL³





An effective dry skin treatment should contain five key components that address the symptoms and the root cause

An effective emollient for dry skin should contain certain components that tackle the symptoms of dry skin and the underlying cause.^{1,2} These include:





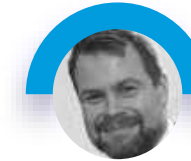
Experts agree that latest research supports the ‘five key components’ concept



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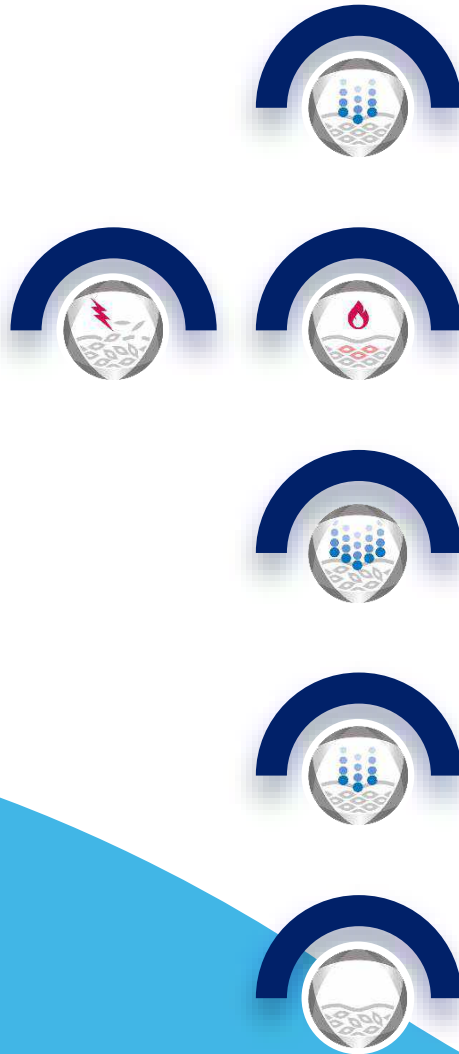
Joke Bouwstra
Division of Drug Delivery
Technology, Leiden Academic
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Leiden, The Netherlands

A group of specialists met in November 2017 to discuss the implications of the latest research into the pathophysiology of dry skin at the molecular level. They concluded that the concept of five components for an ideal emollient for dry skin – non-physiological lipids, physiological lipids, humectants, antipruritics/soothing agents, and agents supporting epidermal differentiation – is well in accordance with latest research





Bepanthen® Derma is specially formulated



HUMECTANTS
GLYCERIN

SOOTHING AGENT
NIACINAMIDE

PHYSIOLOGICAL LIPIDS
ISOPROPYL
ISOSTEARATE

NON-PHYSIOLOGICAL LIPIDS
ARGAN OIL, SHEA
BUTTER, SQUALANE

AGENTS THAT SUPPORT EPIDERMAL DIFFERENTIATION
DEXPANTHENOL



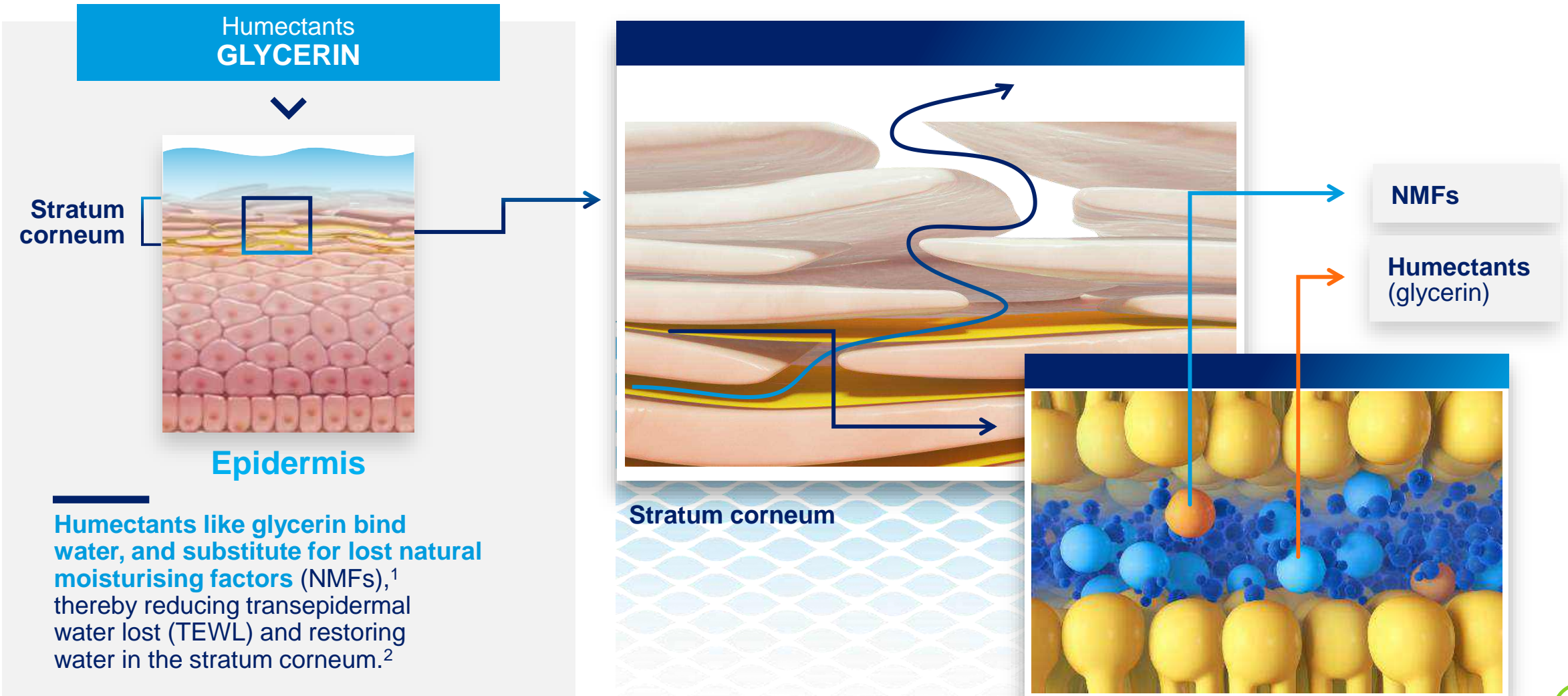
The new Bepanthen® Derma range has a unique combination of ingredients that has been endorsed by experts and **provides immediate relief from the symptoms of xerosis** while also addressing the underlying cause:



Together these make up the 'Dexpanthenol Repair Complex'

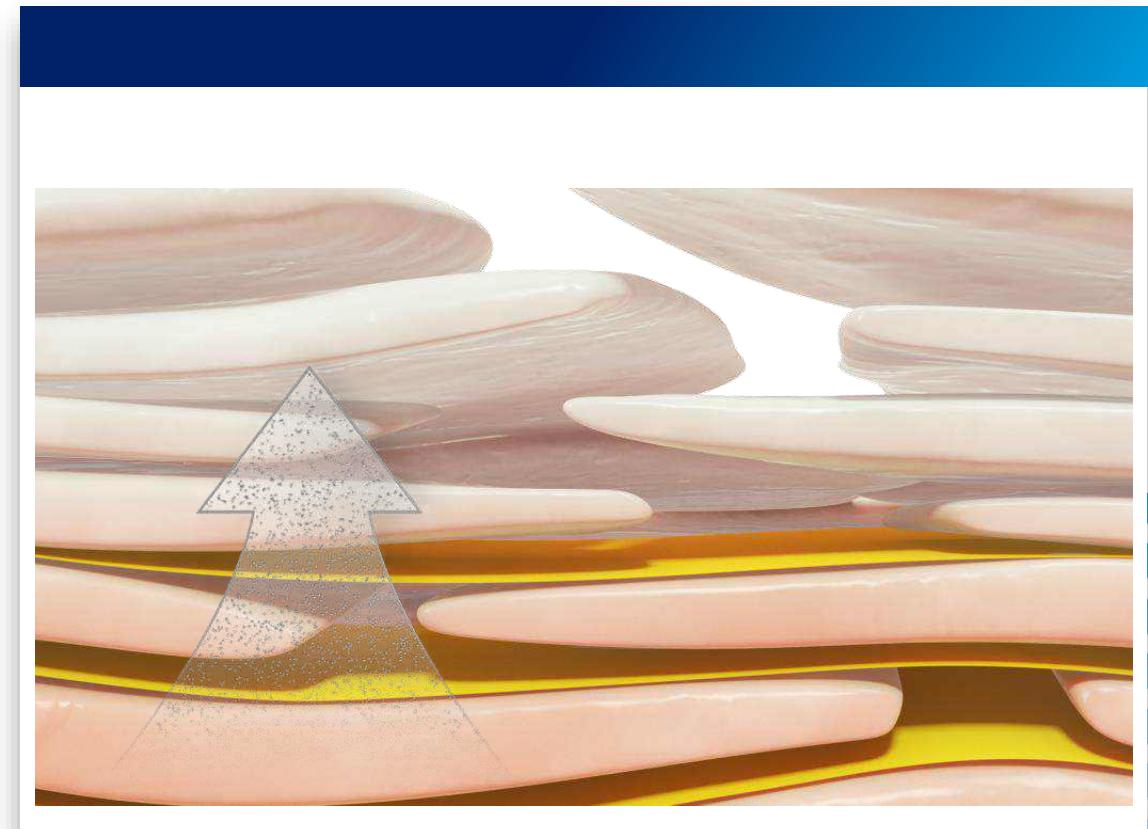
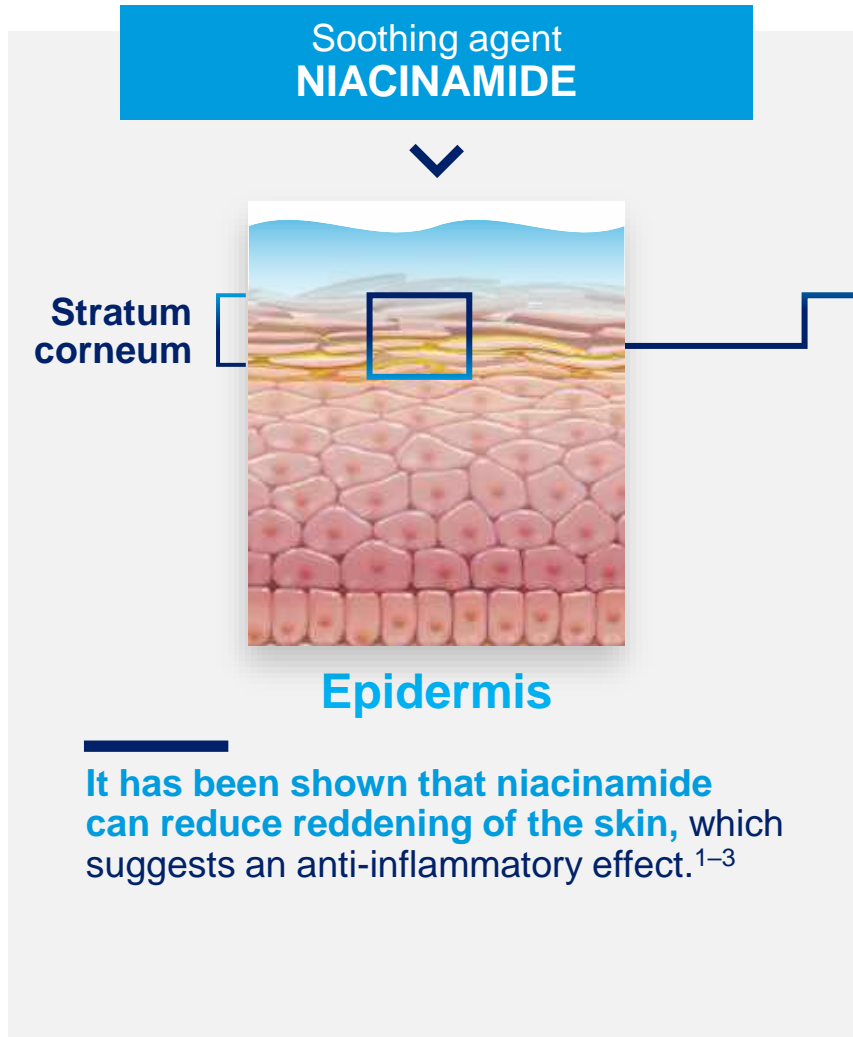


Glycerin is a humectant that helps restore moisture content in the skin





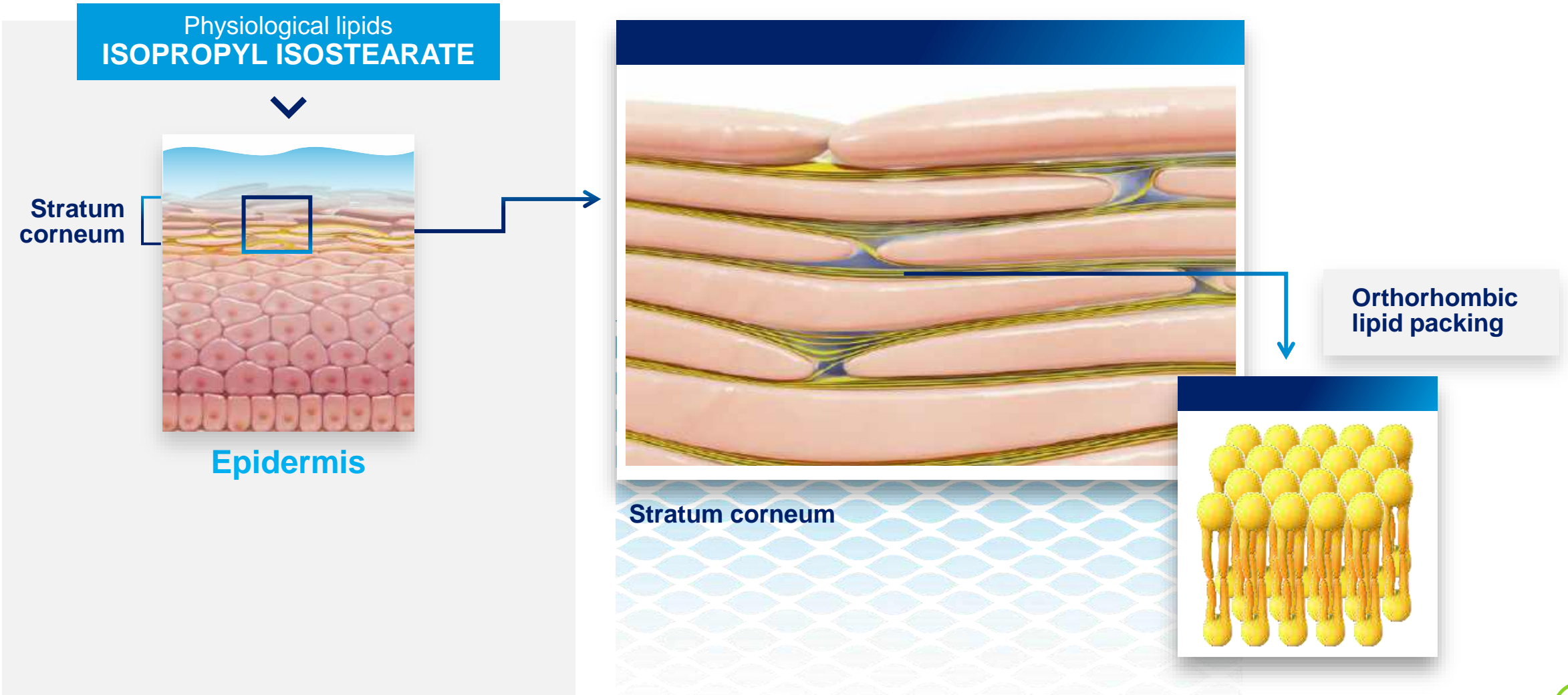
Niacinamide may help break the itch/scratch cycle



Stratum corneum



Physiological lipids restore lipid structure and thus reduce TEWL



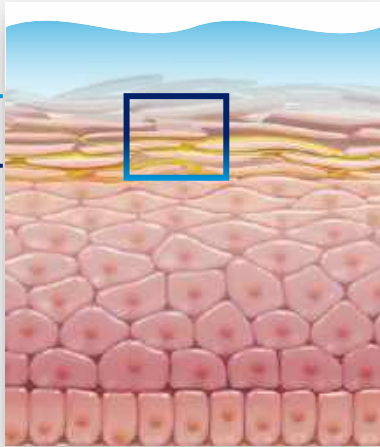


Lipids provide an occlusive layer to reduce TEWL

Non-physiological lipids
ARGAN OIL, SHEA BUTTER, SQUALANE



Stratum corneum



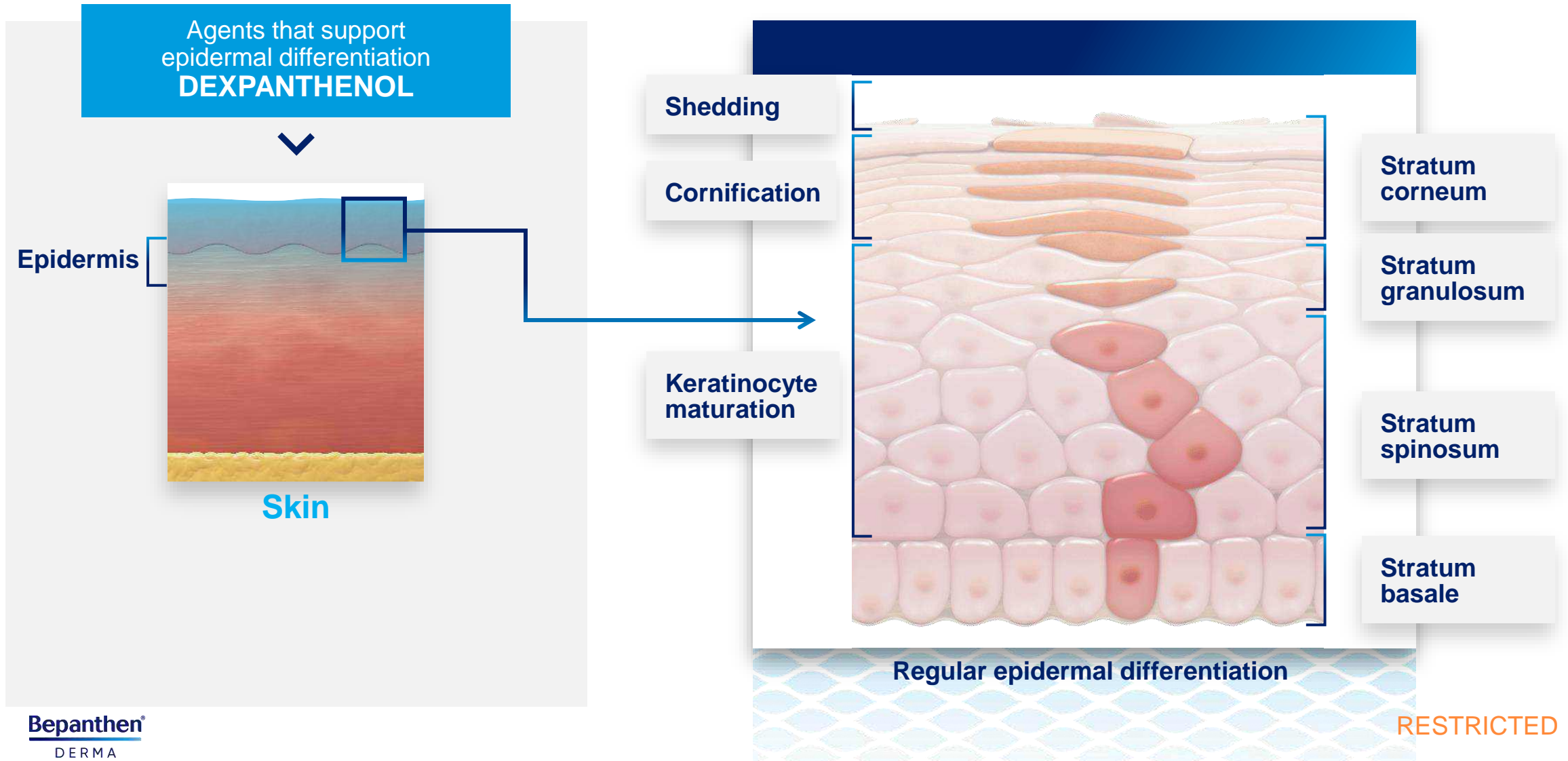
Epidermis



Stratum corneum



Dexpanthenol helps restore epidermal differentiation

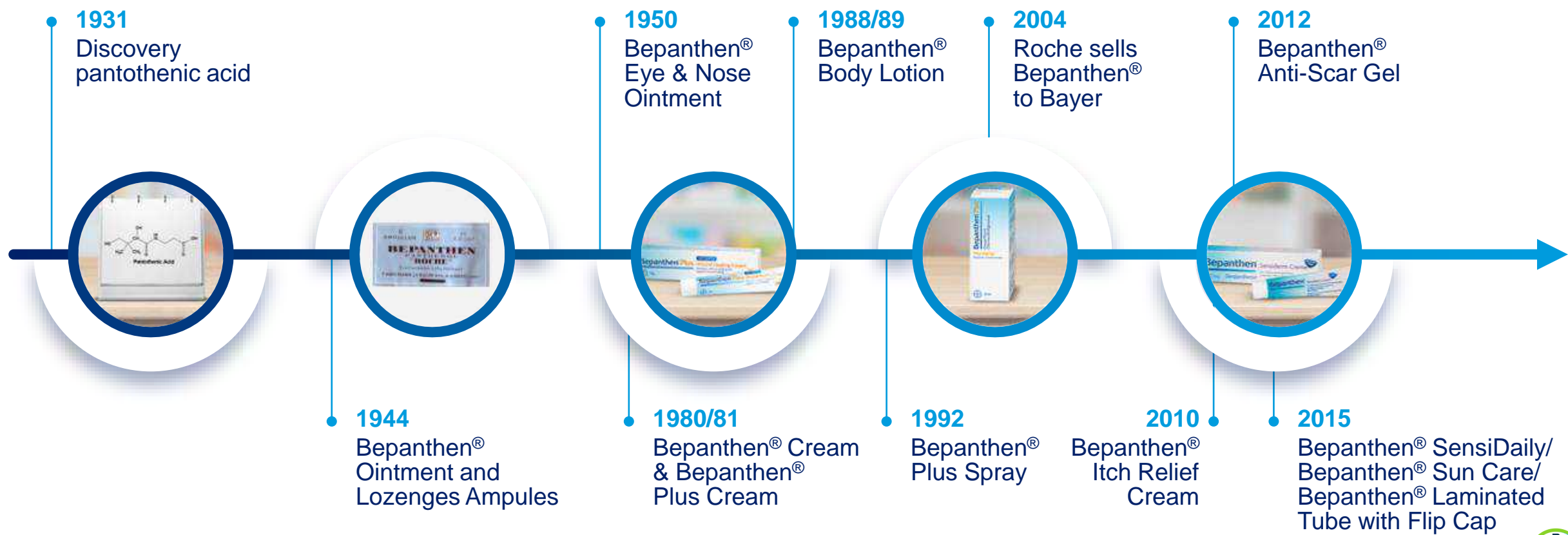




Bepanthen® has over 75 years of expertise in skin healing

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 skin care



Why consider Bepanthen® Derma?



DESIGNED BY EXPERTS

Special formulation that includes all five components that experts recommend to tackle both the **symptoms** and the **underlying cause** of dry skin

Five experts wrote the Expert Review paper that supports the 'five key components' concept



VERIFIED BY TRIAL

All products have **undergone efficacy** and tolerability performance assessment in open-label, in-home use studies under **dermatological control** – involving over **470 patients**

14 clinical reports



VALUED BY PATIENTS

All **products** have **undergone patient** assessment

Over 470 patients completed a subjective questionnaire with 45–49 questions



Range includes moisturising and cleansing products for face and body, to cover all your patients' dry skin needs



Bepanthen® has over 75 years heritage in medicated skin care





Why should I consider another new dry skin range for my patients?



Unlike many traditional dry skin treatments, Bepanthen® Derma has **a unique formulation that doesn't just relieve the symptoms of xerosis**, but also addresses the root cause – impaired epidermal differentiation – thereby providing lasting moisturisation



Bepanthen® Derma is **more than just an emollient** – it contains moisturising and cleansing products for face and body – **to suit all your patients' dry skin needs**





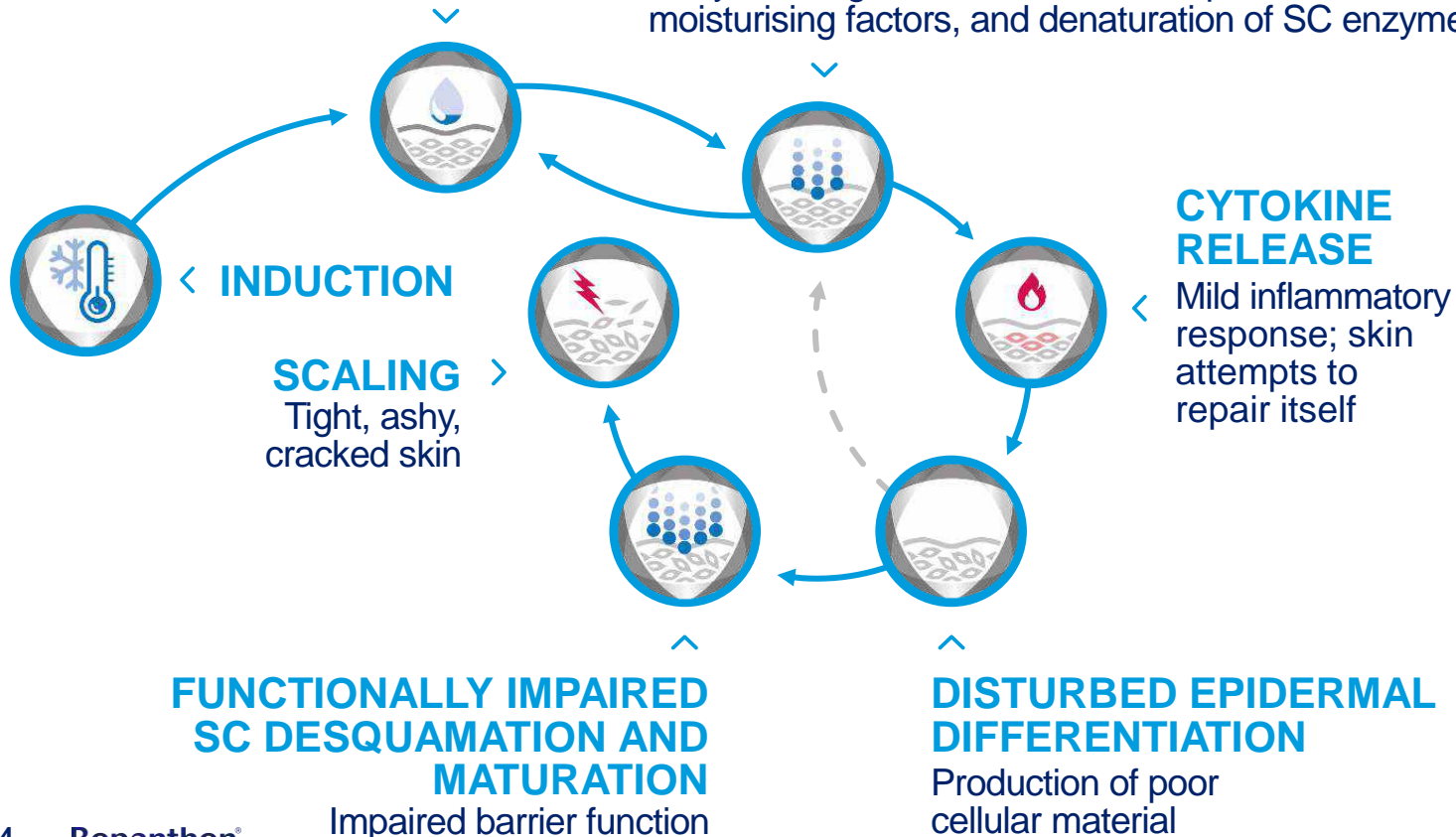
I'm not convinced that the root cause of dry skin is disturbed epidermal differentiation

STRATUM CORNEUM (SC) BARRIER DEHYDRATION

Moisture content in SC drops below 10%

TEWL INCREASES, SC MOISTURE CONTENT FALLS FURTHER

Entry of foreign materials, loss of superficial natural moisturising factors, and denaturation of SC enzymes



Epidermal differentiation starts in the lower layer of the epidermis, where **proteins and lipids vital to the skin's barrier are produced**¹



The events that contribute to dry skin, known as **the dry skin cycle**, have been well documented. Central to this process is irregular epidermal differentiation, leading to production of poor-quality cellular material and a reduction in natural moisturising factors, and subsequent **damage to the skin barrier function**¹⁻³



It is recognised that the best approach to treating dry skin is from the inside out – **restoring epidermal differentiation**¹⁻³





How does your new range compare to the Cetaphil range that I usually use?

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN BEPANTHEN® DERMA AND CETAPHIL

INGREDIENTS

Bepanthen® Derma has a unique combination of key ingredients that has been endorsed by experts and provides immediate relief from the symptoms of xerosis while also addressing the underlying cause



	Glycerin	Niacinamide	Argan oil	Shea butter	Squalane	Dexpanthenol
Cetaphil	✓	✗*	✗	✗†	✗	✓
Bepanthen® Derma	✓	✓	✓	✓	✓	✓

*Except Intensive Moisturising Cream and PRO Night Moisturizer; †Except Daily Advance® Lotion and PRO Night Moisturiser.

FREE FROM

Bepanthen® Derma products are free from fragrance, colorants, listed preservatives, and the washes are free from soap



	Preservatives	Fragrance	Colorants	Soap*
Cetaphil	✗	✓†	✗	✓
Bepanthen® Derma	✓	✓	✓	✓

*For washes only. †Except Intensive Moisturising Cream, Ultra Gentle Soothing Body Wash and PRO Foaming Face Wash.

RANGE

Bepanthen® Derma comprises a full range of products including face creams, body lotions and cleansing washes – covering all your patients' dry skin needs



	Daily Face Cream	Daily Face Cream w/SPF	Night Cream	Daily Body Lotion	Body wash	Face wash	Intensive Treatment
Cetaphil	✓	✓	✓	✓	✓	✓	✓
Bepanthen® Derma	✓	✓	✓	✓	✓	✓	✓





How does your new range compare to the La Roche-Posay range that I usually use?

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN BEPANTHEN® DERMA AND LA ROCHE-POSAY

INGREDIENTS

Bepanthen® Derma has a unique combination of key ingredients that has been endorsed by experts and provides immediate relief from the symptoms of xerosis while also addressing the underlying cause



	Glycerin	Niacinamide	Argan oil	Shea butter	Squalane	Dexpanthenol
La Roche-Posay	✓	✓*	✗	✓†	✗	✗
Bepanthen® Derma	✓	✓	✓	✓	✓	✓

*Except Hydranorme – Hydrolipidic Emulsion, Natural Cold Cream, Iso-Urea Body Milk, Iso-Urea Baume Psoriasis, Lipikar Xerand (Hand Cream), Lipikar Podologics (Foot Cream); †Except Hydranorme – Hydrolipidic Emulsion, Natural Cold Cream and Lipikar Xerand (Hand Cream).

FREE FROM

Bepanthen® Derma products are free from fragrance, colorants, listed preservatives, and the washes are free from soap



	Preservatives	Fragrance	Colorants	Soap*
La Roche-Posay	✗	✗†	✗	✓
Bepanthen® Derma	✓	✓	✓	✓

*For washes only. †Except Natural Cold Cream.

RANGE

Bepanthen® Derma comprises a full range of products including face creams, body lotions and cleansing washes – covering all your patients' dry skin needs



	Daily Face Cream	Daily Face Cream w/SPF	Night Cream	Daily Body Lotion	Body wash	Face wash	Intensive Treatment
La Roche-Posay	✓	✓	✗	✓	✓	✗	✓
Bepanthen® Derma	✓	✓	✓	✓	✓	✓	✓





How does your new range compare to the Eucerin range that I usually use?

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN BEPANTHEN® DERMA AND EUCERIN

INGREDIENTS

Bepanthen® Derma has a unique combination of key ingredients that has been endorsed by experts and provides immediate relief from the symptoms of xerosis while also addressing the underlying cause



	Glycerin	Niacinamide	Argan oil	Shea butter	Squalane	Dexpantenol
Eucerin	✓	✗	✗	✓*	✗†	✗‡
Bepanthen® Derma	✓	✓	✓	✓	✓	✓

*Except UreaRepair Original 5% Urea Washfluid, UreaRepair Face Cream, UreaRepair Rich Face Cream, UreaRepair PLUS 5% Urea Hand Cream, UreaRepair PLUS 10% Foot Cream, UreaRepair PLUS 30% Urea Cream, DermatoCLEAN Mild Cleansing Milk, DermatoCLEAN Clarifying Toner and Aquaphor Repairing Ointment; †Except UreaRepair Rich Face Cream; ‡Except Lipo-Balance and Aquaphor Repairing Ointment.

FREE FROM

Bepanthen® Derma products are free from fragrance, colorants, listed preservatives, and the washes are free from soap



	Preservatives	Fragrance	Colorants	Soap*
Eucerin	✗	✓	✗†	✓
Bepanthen® Derma	✓	✓	✓	✓

*For washes only. †Except UreaRepair Face Cream, UreaRepair Rich Face Cream, DermatoCLEAN Mild Cleansing Milk, DermatoCLEAN Clarifying Toner, Lipo-Balance and Aquaphor Repairing Ointment.

RANGE

Bepanthen® Derma comprises a full range of products including face creams, body lotions and cleansing washes – covering all your patients' dry skin needs



	Daily Face Cream	Daily Face Cream w/SPF	Night Cream	Daily Body Lotion	Body wash	Face wash	Intensive Treatment
Eucerin	✓	✗	✓	✓	✓	✗	✓
Bepanthen® Derma	✓	✓	✓	✓	✓	✓	✓





How does your new range compare to the CeraVe range that I usually use?

THERE ARE SEVERAL KEY DIFFERENCES BETWEEN BEPANTHEN® DERMA AND CERA VE

INGREDIENTS

Bepanthen® Derma has a unique combination of key ingredients that has been endorsed by experts and provides immediate relief from the symptoms of xerosis while also addressing the underlying cause



	Glycerin	Niacinamide	Argan oil	Shea butter	Squalane	Dexpantenol
CeraVe	✓	✗*	✗	✗	✗	✗†
Bepanthen® Derma	✓	✓	✓	✓	✓	✓

*Except Therapeutic Hand Cream; †Except Hydrating Hyaluronic Acid Serum

FREE FROM

Bepanthen® Derma products are free from fragrance, colorants, listed preservatives, and the washes are free from soap



	Preservatives	Fragrance	Colorants	Soap*
CeraVe	✗	✓†	✗	✓
Bepanthen® Derma	✓	✓	✓	✓

*For washes only; †Except Hydrating Body Wash and Moisturizing Cream.

RANGE

Bepanthen® Derma comprises a full range of products including face creams, body lotions and cleansing washes – covering all your patients' dry skin needs



	Daily Face Cream	Daily Face Cream w/SPF	Night Cream	Daily Body Lotion	Body wash	Face wash	Intensive Treatment
CeraVe	✓	✗	✗	✓	✓	✗	✓
Bepanthen® Derma	✓	✓	✓	✓	✓	✓	✓





Bepanthen® Derma vs other dry skin ranges

	BEPANTHEN DERMA	CETAPHIL	LA ROCHE- POSAY	EUCERIN	CERAVE	
 INGREDIENTS	Glycerin	✓	✓	✓	✓	
	Niacinamide	✓	x*	x†	x	x‡
	Argan Oil	✓	x	x	x	x
	Shea Butter	✓	x§	✓¶	✓#	x
	Squalane	✓	x	x	x	x
	Dexpanthenol	✓	✓	x	x▲	x▼
 FREE FROM	Preservatives	✓	x	x	x	
	Fragrance	✓	✓•	x**	✓	✓††
	Colorants	✓	x	x	x‡‡	x
	Soap (cleaners only)	✓	✓	✓	✓	✓





02

CONSIDERATION
STAGE

Moving Dermatologists up the adoption path



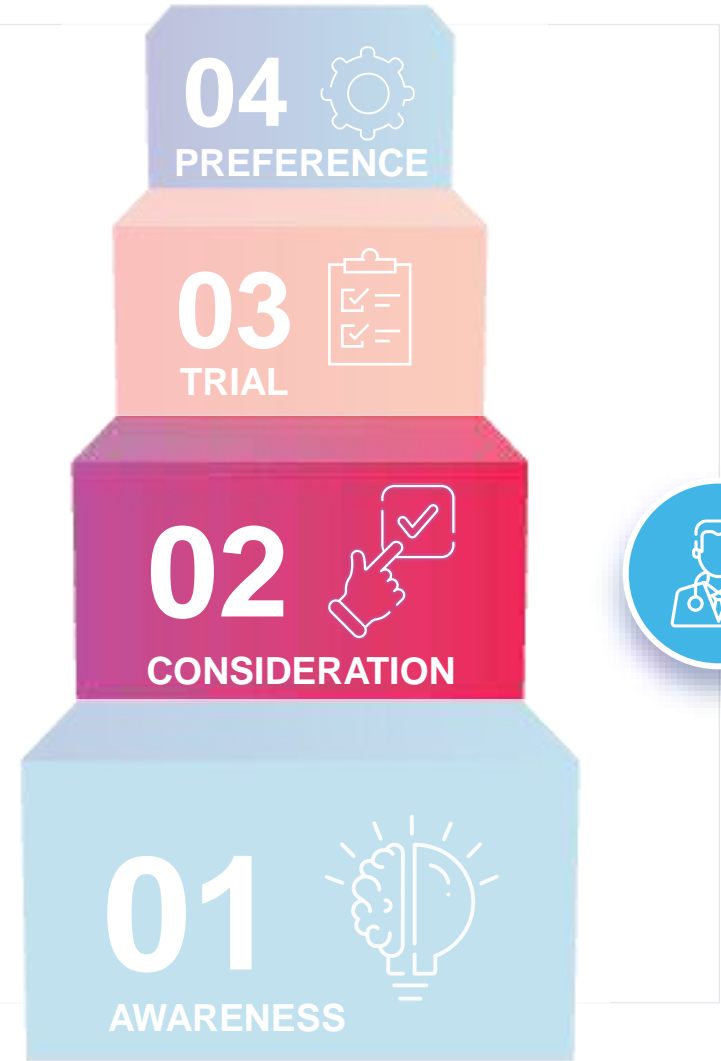
At this detailing stage, **we assume that dermatologists are not recommending Bepanthen® Derma** to their patients with dry skin



We want them to start recommending Bepanthen® Derma by presenting the clinical evidence for the efficacy of the range and introducing some typical Bepanthen® Derma patient profiles



In this consideration stage, we will **focus the detailing on the clinical data** that supports the efficacy of Bepanthen® Derma



Moving Dermatologists up the adoption path

DERMATOLOGIST THINKS

MEDICAL REP SAYS

Target: Aware | I already have certain dry skin products that I recommend to my patients with xerosis. What makes your new range different? | Bepanthen® Derma has a unique formulation that restores normal epidermal differentiation, the root cause of xerosis, thereby offering not only immediate relief from symptoms but also lasting moisturisation” | **Message to drive Aware**

Now: Aware / **Target: Consider** | I want to recommend something that goes beyond moisturisation and will genuinely improve my patients' xerosis | The Bepanthen® Derma range has been clinically proven to increase skin hydration and barrier function and includes face creams, body lotions and cleansing washes to cover all dry skin needs | **Message to drive Consider**

Now: Consider / **Target: Trial** | I know Bepanthen® Derma is a good option for my patients who get xerosis due to environmental factors, but what about my other patients, whose xerosis is triggered by other factors? | I understand that there are many factors underlying xerosis. Whatever the cause, Bepanthen® Derma effectively treats all levels of xerosis. And comes very highly rated by patients | **Message to drive Trial**

Now: Trial / **Target: Preference** | I am recommending Bepanthen® Derma for many of my dry skin patients, but I tend to recommend other emollients for my patients with comorbidities | I understand that patients with comorbidities need special attention. The Bepanthen® Derma range has been tested thoroughly, including on diabetic skin, where it was clinically proven to be effective, and highly rated by patients | **Message to drive Preference**



Claims that resonated well with dermatologists in the CONSIDERATION stage

INSTANT RELIEF, LASTING HYDRATION, SOOTHES

Instantly soothes & calms itchy dry skin (from 1st application)

80% of users said that the Product soothed and calmed their itchy dry skin as soon as it was applied

Immediate **48h long-lasting hydration** for soft and smooth skin

90% of users found that the Product made their skin feel immediately moisturised

Provides **immediate hydration** to soothe tightness / relieves skin tightness

Long-term hydration (based on 4-week data)

REPAIRS SKIN BARRIER

Repairs skin barrier / restores skin barrier function to prevent reoccurrence of dryness

Restores skin barrier function to **prevent reoccurrence of dryness**

78% of users found that the Product relieved their urge to scratch

CLINICALLY PROVEN

IMPROVES VISIBLE SIGNS OF DRY SKIN

85% of users said that the Product immediately relieved the tightness associated with dry skin

88% of users said that the Product visibly reduced flaky skin and dry patches

Visibly reduces flakiness, roughness, dry patches and cracked, chapped skin

78% of users confirmed that the Product visibly reduced signs of cracked, chapped skin

SPECIALLY-DESIGNED FORMULATION

Free of **preservatives, fragrance and colorants**

Rich, non-greasy formula that absorbs quickly into the skin

At least **90% ingredients from natural origin**

Contains **dexpantenol**, known to work deep within the skin to repair the disrupted cell renewal process / support the skin's own regeneration process

Contains vitamin B3 (niacinamide), known to soothe itchy dry skin

High tolerance / gentle on skin / hypoallergenic





Claims with accurate % from the In home use studies - to be used instead of the tested claim

Tested Claim	Rank	Total Range (Leave in)	Bepanthen Restoring Daily Body Lotion 1614317	Bepanthen Replenishing Daily Body Lotion 1614318	Bepanthen Intense Repairing Daily Body Balm 1614319	Bepanthen Replenishing Daily Moisture Face Cream 1614322	Bepanthen Regenerating Night Face Cream 1614323	Bepanthen Restoring Daily Face Cream with SPF 25 1614324
Instantly soothes & calms itchy dry skin (from 1st application)	1	✓	✓	✓	✓	✓	✓	✓
Immediate and long-lasting (48h) moisturisation for soft and smooth skin	2		✓	✓	✓	Provides immediate and long-lasting (48h) moisturisation	Provides immediate and long-lasting (48h) moisturisation	Provides immediate and long-lasting (48h) moisturisation
82% of users said that Product immediately relieved the tightness associated with dry skin	3		88% of users said that Product immediately relieved the tightness associated with dry skin.	86% of users said that Product immediately relieved the tightness associated with dry skin.	88% of users said that Product immediately relieved the tightness associated with dry skin	82% of users said that Product immediately relieved the tightness associated with dry skin	98% of users said that Product immediately relieved the tightness associated with dry skin.	93% of users said that Product immediately relieved the tightness associated with dry skin
84% of users said that Product visibly reduced flaky skin and dry patches	4		88% of users said that Product visibly reduced flaky skin and dry patches.	90% of users said that Product visibly reduced flaky skin and dry patches.	93% of users said that Product visibly reduced flaky skin and dry patches.	84% of users said that Product visibly reduced flaky skin and dry patches	100% of users said that Product visibly reduced flaky skin and dry patches.	93% of users said that Product visibly reduced flaky skin and dry patches.
Repairs skin barrier/restores skin barrier function to prevent reoccurrence of dryness	5	✓	✓	✓	✓	✓	✓	✓
90% of users found that Product made their skin feel immediately moisturised	6		90% of users found that Product made their skin feel immediately moisturised.	95% of users found that Product made their skin feel immediately moisturised.	90% of users found that Product made their skin feel immediately moisturised.	91% of users found that Product made their skin feel immediately moisturised	98% of users found that Product made their skin feel immediately moisturised.	98% of users found that Product made their skin feel immediately moisturised.
High tolerance/ Gentle on skin/Hypoallergenic	7	✓	✓	✓	✓	High tolerance	High tolerance	High tolerance
80% of users said that Product soothed and calmed their itchy dry itchy skin as soon as it was applied	8		90% of users said that Product soothed and calmed their itchy dry itchy skin as soon as it was applied	86% of users said that Product soothed and calmed their itchy dry itchy skin as soon as it was applied.	80% of users said that Product soothed and calmed their itchy dry itchy skin as soon as it was applied.	80% of users said that Product soothed and calmed their itchy dry itchy skin as soon as it was applied.	90% of users said that Product soothed and calmed their itchy dry itchy skin as soon as it was applied.	90% of users said that Product soothed and calmed their itchy dry itchy skin as soon as it was applied.
Restores skin barrier function to prevent reoccurrence of dryness	9	✓	✓	✓	✓	✓	✓	✓
Provides immediate hydration to soothe tightness	10	✓	-	-	-	✓	✓	✓





Claims with accurate % from the In home use studies - to be used instead of the tested claim

Tested Claim	Rank	Total Range (Leave in)	Bepanthen Restoring Daily Body Lotion 1614317 	Bepanthen Replenishing Daily Body Lotion 1614318 	Bepanthen Intense Repairing Daily Body Balm 1614319 	Bepanthen Replenishing Daily Moisture Face Cream 1614322 	Bepanthen Regenerating Night Face Cream 1614323 	Bepanthen Restoring Daily Face Cream with SPF 25 1614324 
75% of users found that Product relieved their urge to scratch	11		90% of users found that Product relieved their urge to scratch	86% of users found that Product relieved their urge to scratch	78% of users found that Product relieved their urge to scratch	75% of users found that Product relieved their urge to scratch	93% of users found that Product relieved their urge to scratch	93% of users found that Product relieved their urge to scratch
Long-term moisturisation (based on 4 week data)	12	✓	✓	✓	✓	✓	✓	✓
Free of preservatives, fragrance and colorants	13	✓	✓	✓	✓	✓	✓	✓
73% of users confirmed that Product visibly reduced signs of cracked, chapped skin.	14		86% of users confirmed that Product visibly reduced signs of cracked, chapped skin	90% of users confirmed that Product visibly reduced signs of cracked, chapped skin.	93% of users confirmed that Product visibly reduced signs of cracked, chapped skin.	73% of users confirmed that Product visibly reduced signs of cracked, chapped skin	93% of users confirmed that Product visibly reduced signs of cracked, chapped skin.	86% of users confirmed that Product visibly reduced signs of cracked, chapped skin.
At least 90% ingredients from natural origin	15		✓	✓	✓	✓	✓	-
82% of users said that Product protected their skin from further episodes of dryness.	16		88% of users said that Product protected their skin from further episodes of dryness.	83% of users said that Product protected their skin from further episodes of dryness.	90% of users said that Product protected their skin from further episodes of dryness.	82% of users said that Product protected their skin from further episodes of dryness	90% of users said that Product protected their skin from further episodes of dryness.	86% of users said that Product protected their skin from further episodes of dryness
Contains dexpanthenol known to work deep within the skin to repair the disrupted cell renewal process / supporting the skin's own regeneration process	17	✓	✓	✓	✓	✓	✓	✓
84% of users said that Product nourished and replenished their skin	18		93% of users said that Product nourished and replenished their skin	90% of users said that Product nourished and replenished their skin.	93% of users said that Product nourished and replenished their skin.	84% of users said that Product nourished and replenished their skin.	98% of users said that Product nourished and replenished their skin.	98% of users said that Product nourished and replenished their skin.
84% of users said that Product left their skin feeling soothed and comforted.	19		93% of users said that Product left their skin feeling soothed and comforted	88% of users said that Product left their skin feeling soothed and comforted.	88% of users said that Product left their skin feeling soothed and comforted.	84% of users said that Product left their skin feeling soothed and comforted.	95% of users said that Product left their skin feeling soothed and comforted.	95% of users said that Product left their skin feeling soothed and comforted.
77% of users said that Product reduced their urge to scratch	20		90% of users said that Product reduced their urge to scratch	88% of users said that Product reduced their urge to scratch	78% of users said that Product reduced their urge to scratch	77% of users said that Product reduced their urge to scratch	90% of users said that Product reduced their urge to scratch	86% of users said that Product reduced their urge to scratch





Claims with accurate % from the In home use studies - to be used instead of the tested claim

Tested Claim	Rank	Total Range (Washes)	Bepanthen Gentle Body Cleanser Daily Wash Gel 1614320 	Bepanthen Gentle Face Cleanser Daily Wash Gel 1614321 
74% of users said that Product immediately relieved the tightness associated with dry skin	1		74% of users said that Product immediately relieved the tightness associated with dry skin	81% of users said that Product immediately relieved the tightness associated with dry skin
79% of users said that Product soothed and calmed their itchy dry skin every time they showered	2		79% of users said that Product soothed and calmed their itchy dry skin every time they showered	79% of users said that Product soothed and calmed their itchy dry skin
Soothes itchy dry skin	3	✓	✓	✓
83% of users said that Product was perfect for cleaning their dry skin every day	4		83% of users said that Product was perfect for cleaning their dry skin every day	98% of users said that Product was perfect for cleaning their dry skin every day
Immediately relieves the tight feeling of dry skin (specific to body washes)	5	✓	✓	✓
81% of users said that Product was an effective cleanser and was gentle enough to use on very dry skin	6		81% of users said that Product was an effective cleanser and was gentle enough to use on very dry skin	98% of users said that Product was an effective cleanser and was gentle enough to use on very dry skin
83% of users said that Product effectively cleaned without irritating their dry skin	7		83% of users said that Product effectively cleaned without irritating their dry skin	98% of users said that Product effectively cleaned without irritating their dry skin
Skin-friendly pH 5.5	8	✓	✓	✓
Soap free formula	9	✓	✓	✓
79% of users said that Product produced a gentle cleansing foam [and rinsed off easily]	10		79% of users said that Product produced a gentle cleansing foam [and rinsed off easily]	95% of users said that Product produced a gentle cleansing foam [and rinsed off easily]



Detailing the Consideration stage





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

COMMUNICATION OBJECTIVE



Promote consideration of Bepanthen® Derma

JOB TO BE DONE



GET dermatologists who are currently recommending other dry skin products TO consider Bepanthen® Derma BY **reinforcing the levels of clinical evidence underpinning Bepanthen® Derma** and describing some typical patients who would benefit from the range

CURRENT BEHAVIOUR



This dermatologist is **currently recommending other dry skin care products** for their patient

CONSIDERATION

This dermatologist will consider Bepanthen® Derma the **next time they see a patient with dry skin**

DESIRED BEHAVIOUR





We need an engaging hook and clear benefit with supporting messages

HCP INSIGHT

[To be defined by the countries]

Did you know that low **temperatures lead to a general decrease in skin barrier function**?¹

Did you know that **studies have found a 40% reduction in ceramide and cholesterol levels** in the stratum corneum from summer to winter?²

Did you know that there is a **strong association between aging and dry skin**,³ and that the aged epidermis shows reduced skin barrier function and repair following damage?⁴

Did you know that **dry skin can have se** [Click to add text](#) **quality of life** through itching, discomfort and embarrassment?

For your patients with different dry skin needs, Bepanthen® Derma soothes itchy dry skin, replaces lost skin lipids, and **provides immediate and lasting moisturisation**

1. Bepanthen® Derma is **clinically proven** to provide **immediate and long-lasting skin hydration** in patients with dry skin

2. Bepanthen® Derma **increases lipid levels** in the stratum corneum

3. Bepanthen® Derma helps **restore skin barrier function** following damage

4. Bepanthen® Derma is rated highly among users who found that it **rapidly reduces the visible signs of dry skin**

HOOK

BENEFIT

RTBs





The Bepanthen® Derma range has undergone rigorous assessment and evaluation



All products have **undergone performance assessment and evaluation in open-label**, in-home use studies under dermatological control – involving over 470 subjects – to demonstrate their clinical efficacy



In addition, the products have **undergone patient assessment** – all subjects who took part in the in-home use studies completed a 7-point subjective evaluation questionnaire



This has led to the Bepanthen® Derma Wheel, **highlighting three domains of scientific evidence**, and three domains of patient perception





The efficacy of Bepanthen® Derma products has been demonstrated across three evidence domains and its acceptability across three domains of patient perception



01
 ✓ **Relieving and moisturising** – immediate and lasting increase in hydration levels

02
 ✓ **Repairing the lipid matrix** – increased lipid levels

03
 ✓ **Restoring the skin barrier** – reduction of TEWL in damaged skin – supports skin repair



01
 ✓ **Sensation** – most users said that the products left their skin feeling moisturised, protected, nourished and replenished

02
 ✓ **Appearance** – most users found that the products visibly reduced flakiness, dry patches and roughness

03
 ✓ **Satisfaction** – up to 95% of users would recommend the products to a friend



We are going to focus on the evidence supporting the body products in the Consideration stage



LEGACY

Bepanthen® dry skin offerings have traditionally centred around body products. By leading with them they act as the **'gateway' for the rest of the range**



HERO

The body products form the **hero line of the range** addressing the 'Job to be done' – the switch from competition



CLINICAL TESTING

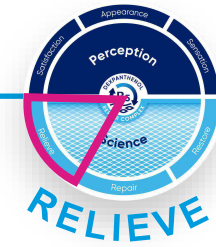
The body products were **more heavily tested than the other products in the range** – as well as the In-Home Use Studies and the SLS Challenge Studies, they were also studied in patients with diabetes and the Intense Repairing Body Balm was tested in the Epidermal Differentiation Study



CLAIMS TESTING

Most of the claims that resonated best with dermatologists were **strongly associated with the body products**, eg, instant and lasting hydration (body products had highest hydration results)



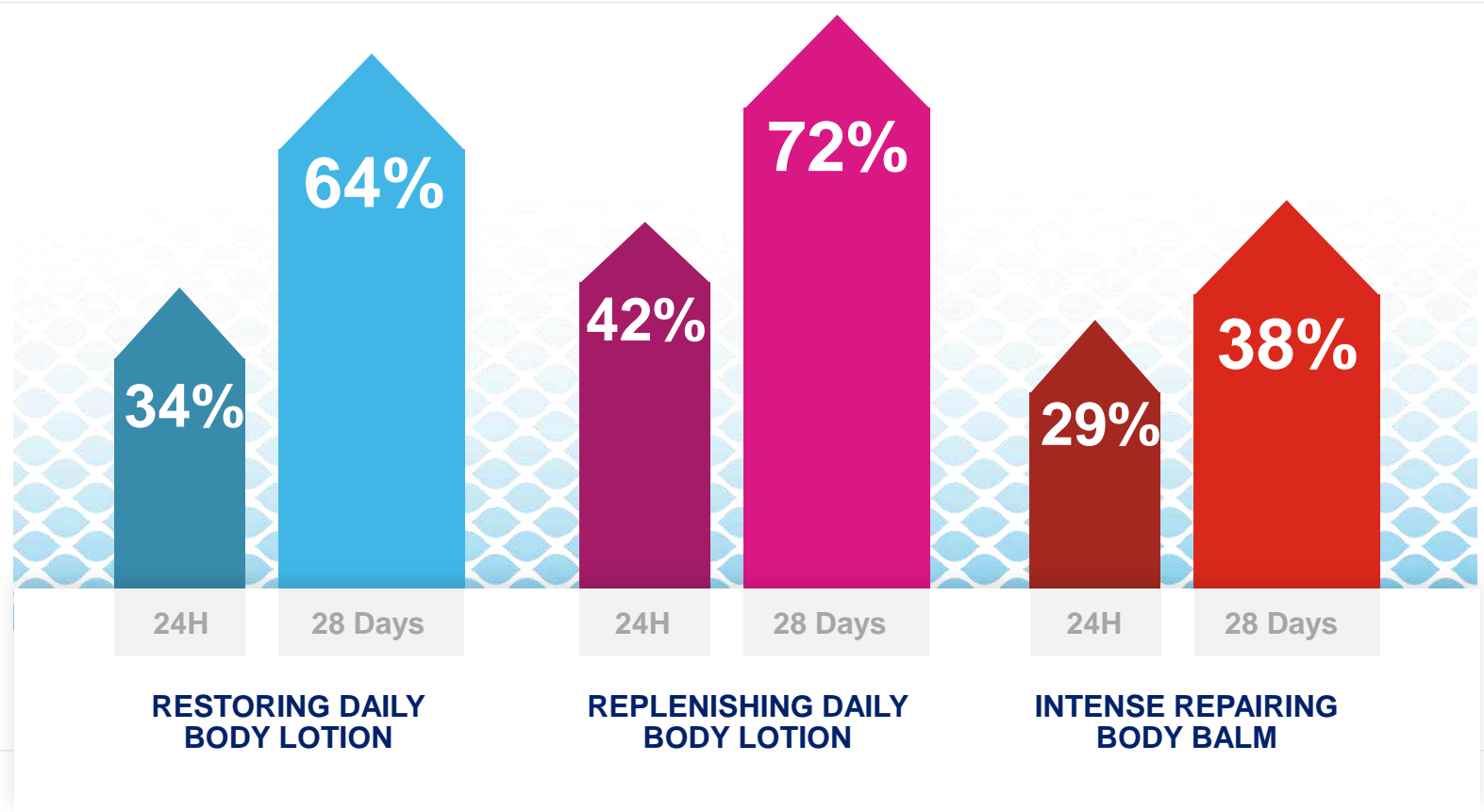


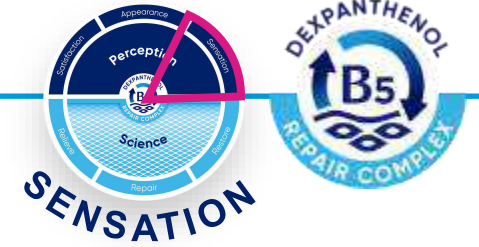
Bepanthen® Derma Body Products provide immediate and lasting hydration

Significant increase in skin hydration by...



Each of the products was **clinically proven** to significantly increase hydration within 24 hours of application and continue up to 28 days





Users found the hydration and soothing effect to be immediate



MY SKIN FELT IMMEDIATELY MOISTURISED

90% of users of Daily Restoring Body Lotion

95% of users of Daily Replenishing Body Lotion

90% of users of Intense Repairing Body Balm



THE PRODUCT SOOTHED AND CALMED MY ITCHY SKIN AS SOON AS IT WAS APPLIED

90% of users of Daily Restoring Body Lotion

86% of users of Daily Replenishing Body Lotion

80% of users of Intense Repairing Body Balm



Lipids are critical for skin barrier function



Lipids make up the **lipid matrix that holds the corneocytes** in place¹

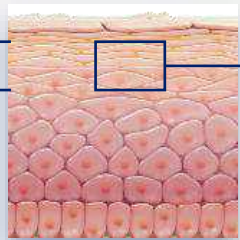


A **key component of treating** dry skin is replacing and reorganising these lost lipids²

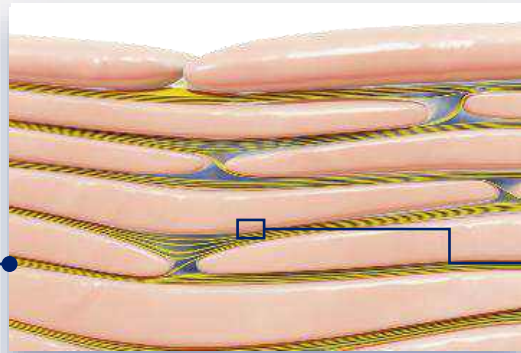


One of the features of dry skin is **reduced levels of natural skin lipids, such as ceramides, cholesterol and free fatty acids**, and a looser configuration of the lipid matrix that allows irritants to pass through the skin barrier and water to escape^{1,2}

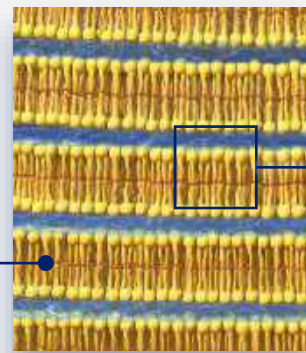
Stratum corneum



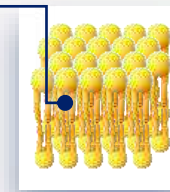
Epidermis



Healthy stratum corneum

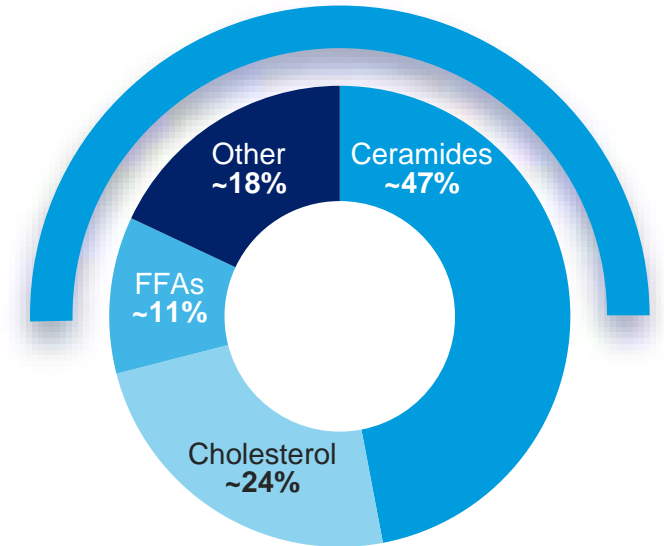


Lipid bilayer



Orthorhombic lipid packing

LIPID LAMELLAE¹





Intense Repairing Body Balm strengthened and restored the stratum corneum in dry skin



In the **Epidermal Differentiation Study**, the effect of the Intense Repairing Body Balm on dry skin was studied

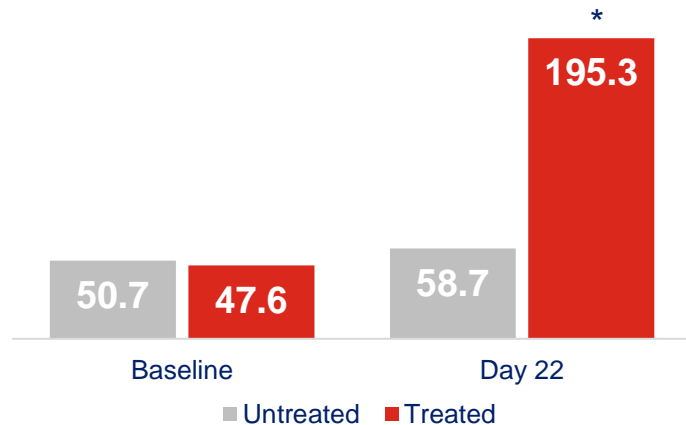


After 22 days of treatment the length of the lipid lamellae in the stratum corneum had **increased significantly in skin treated with the balm vs untreated skin and vs baseline**, indicating a significant improvement in the structure of the lipid barrier

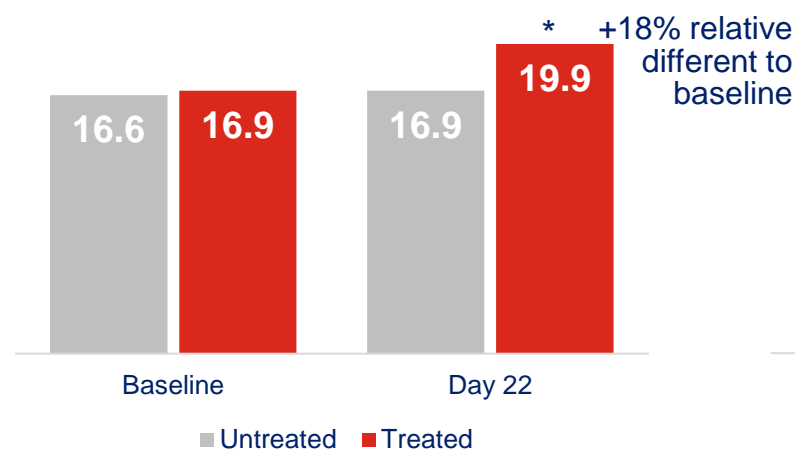


There was also a significant increase in stratum corneum thickness and lipid/protein ratio compared to baseline and untreated control, demonstrating a **significant improvement in stratum corneum strength**

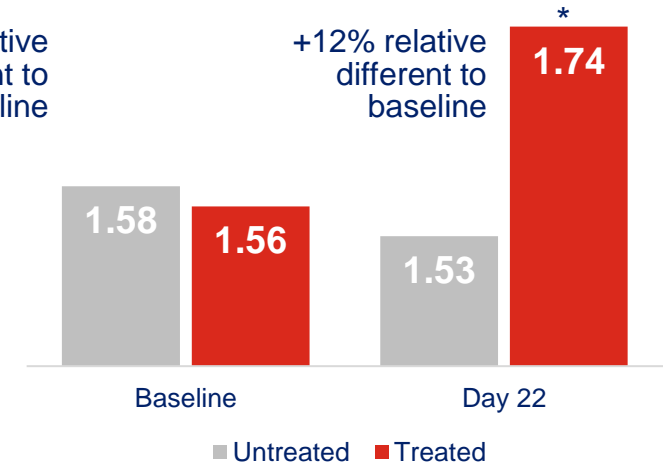
Length of lipid lamellae (nm/1000 nm²)

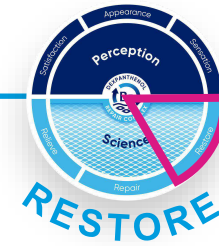


Stratum corneum + stratum disjunctum thickness (µm)



Lipid/protein ratio





The skin barrier acts as a regulator in skin water balance

01

When the skin barrier is damaged, the water exchange regulation system becomes destabilised. This means that water migrates more easily to the outside environment, increasing transepidermal water loss (TEWL)

02

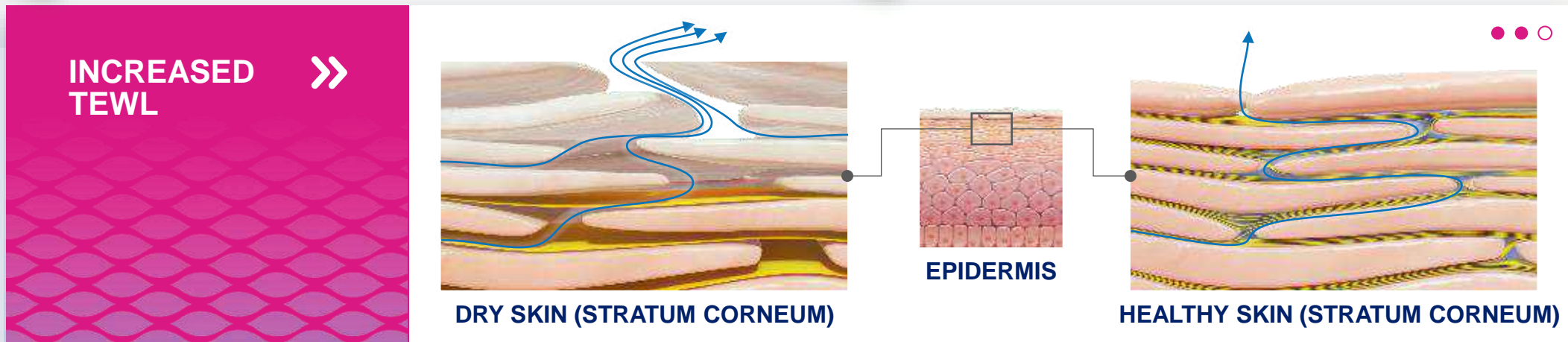
As TEWL increases, the moisture content of the stratum corneum falls even more and barrier function become further impaired

03

If the condition of the skin barrier improves, TEWL decreases as the water exchange regulation mechanism recovers its balance

04

Measuring TEWL is therefore a good indicator of skin barrier function





Bepanthen® Derma provided rapid skin repair

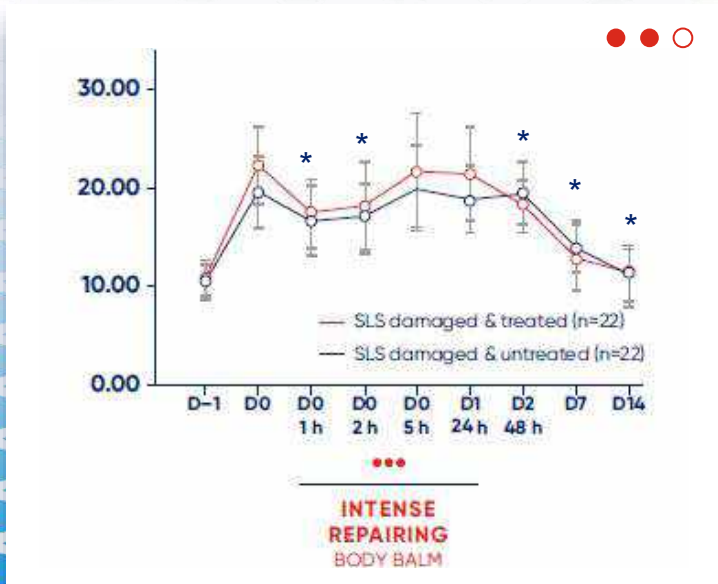
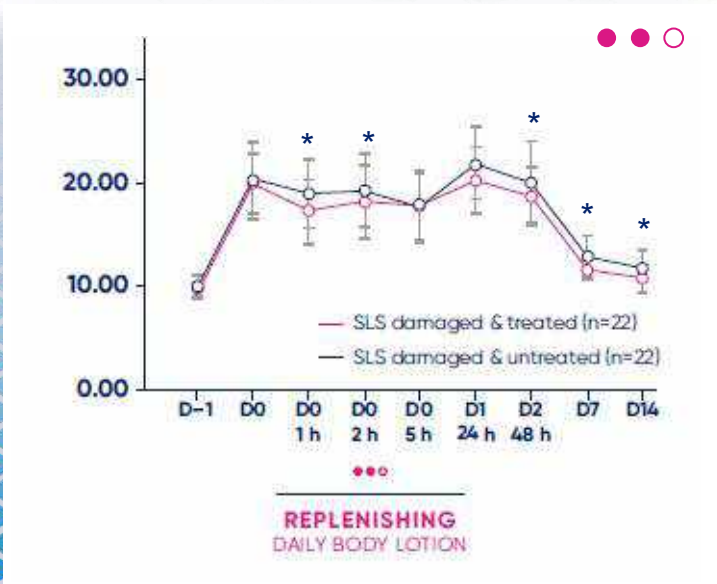
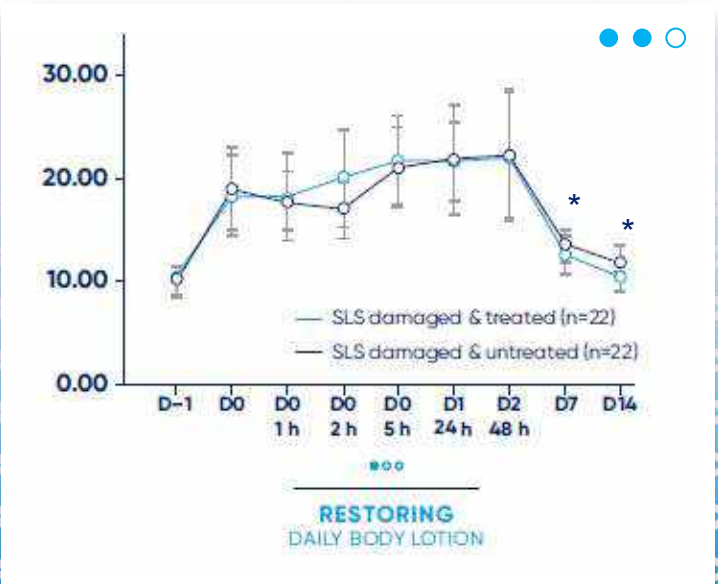


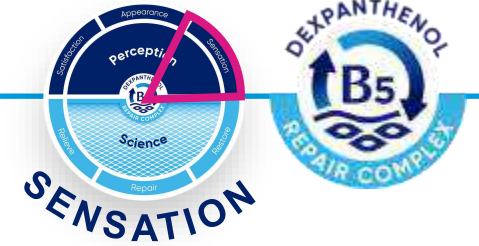
In a clinical study where skin was chemically damaged and product applied daily over 14 days, TEWL values all decreased immediately following application of the product, indicating a **rapid improvement in skin barrier integrity**



After 14 days of treatment TEWL values were close to pre-damage values, demonstrating that the products **restored skin barrier function**

TEWL values (g/m²/h)





Users reported a significant reduction in the urge and need to scratch, which will further improve skin barrier function



THE PRODUCT RELIEVED MY URGE TO SCRATCH

90% of users of Daily Restoring Body Lotion

86% of users of Daily Replenishing Body Lotion

78% of users of Intense Repairing Body Balm

THE PRODUCT REDUCED MY NEED TO SCRATCH

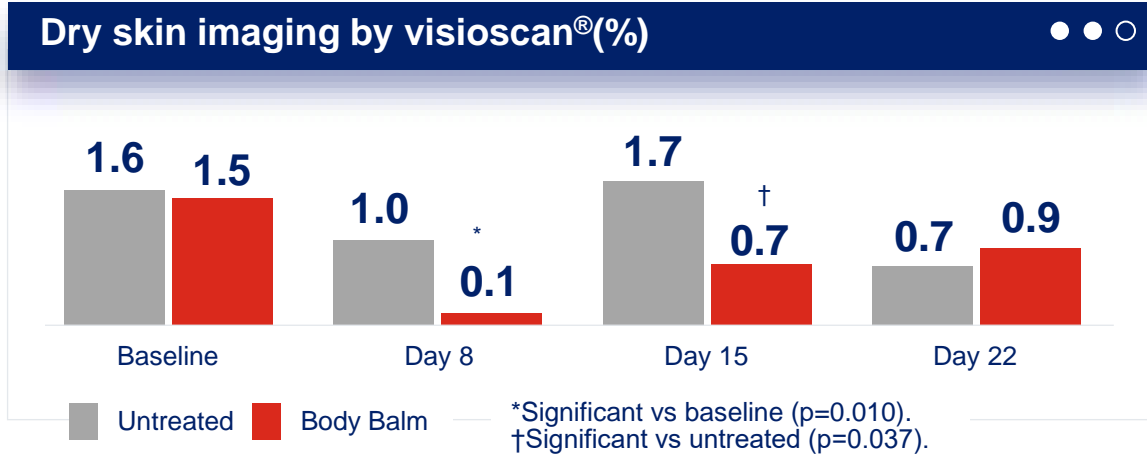
90% of users of Daily Restoring Body Lotion

88% of users of Daily Replenishing Body Lotion

78% of users of Intense Repairing Body Balm



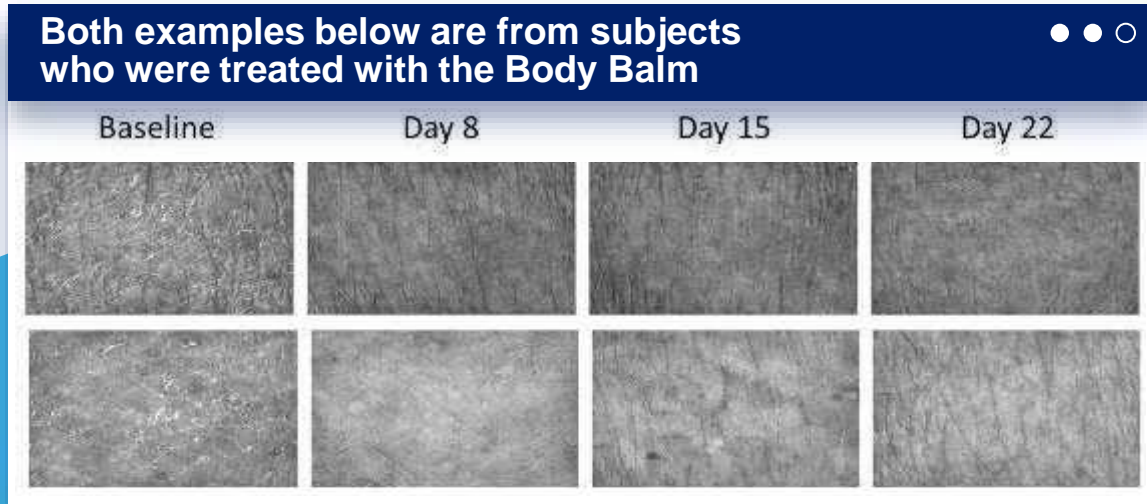
Bepanthen® Derma Body Balm visibly improved skin appearance



Imaging of dry skin treated with Intense Repairing Body Balm showed improvements in skin scaling and skin dryness in treated skin vs baseline and versus untreated control

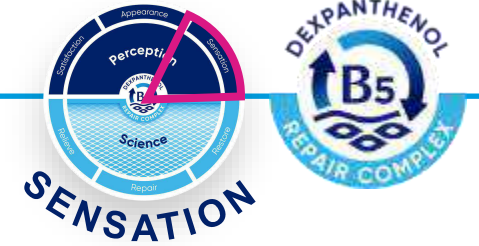


Dry skin imaging by Visioscan (%) demonstrated a **significantly lower mean value and therefore less skin dryness** on skin treated with Body Balm compared to baseline, and also to untreated on D8 and D15





RTB 4: Rapidly Reduces the Visible Signs of Dry Skin



Bepanthen® Derma Body Products improved skin tightness and flexibility

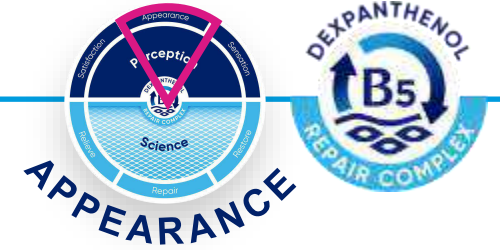


THE PRODUCT IMMEDIATELY RELIEVED SKIN TIGHTNESS



THE PRODUCT LEFT MY SKIN FEELING FLEXIBLE





Bepanthen® Derma Body Products reduced rough, flaky, cracked skin, and left it feeling less reactive



THE PRODUCT REDUCED PATCHES OF ROUGH SKIN



THE PRODUCT REDUCED FLAKY SKIN AND DRY PATCHES



THE PRODUCT REDUCED SIGNS OF CRACKED, CHAPPED SKIN



THE PRODUCT MADE MY SKIN LESS REACTIVE

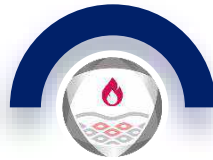




Bepanthen® Derma is specially formulated



HUMECTANTS
GLYCERIN



SOOTHING AGENT
NIACINAMIDE



PHYSIOLOGICAL LIPIDS
ISOPROPYL
ISOSTEARATE



NON-PHYSIOLOGICAL LIPIDS
ARGAN OIL, SHEA
BUTTER, SQUALANE



AGENTS THAT SUPPORT EPIDERMAL DIFFERENTIATION
DEXPANTHENOL



The new Bepanthen® Derma range has a unique combination of ingredients that has been endorsed by experts and provides immediate relief from the symptoms of xerosis while also addressing the underlying cause



Free from
Bepanthen® Derma products are free from preservatives, fragrance, colorants, and the washes are free from soap

As the formulation of the products rated highly in the claims testing, we could revisit the special formulation, highlighting that the range is free from preservatives, fragrance and other additives





Bepanthen® Derma includes moisturisation and cleansing for body and face, and covers all your patients' dry skin needs

<p>Restoring Daily Face Cream with SPF 25</p>	<p>Replenishing Daily Moisture Face Cream</p>	<p>Regenerating Night Face Cream</p>	<p>Restoring Daily Body Lotion</p>	<p>Replenishing Daily Body Lotion</p>	<p>Intense Repairing Body Balm</p>	<p>Gentle Body Cleanser Daily Wash Gel</p>	<p>Gentle Face Cleanser Daily Wash Gel</p>	
FOR USE ON:	DRY AND SENSITIVE SKIN	VERY DRY AND SENSITIVE SKIN	VERY DRY AND ROUGH SKIN	DRY AND SENSITIVE SKIN	VERY DRY AND SENSITIVE SKIN	VERY DRY AND FLAKY SKIN	DRY AND SENSITIVE SKIN	DRY AND SENSITIVE SKIN





DIANA, 35

Suffers with frequent episodes of **very dry and sensitive** skin on her legs and arms, often triggered by cold weather

- » Quick to act when her skin flares up, often seeking the advice of a healthcare professional
- » Looking for an effective treatment with a scientific basis that will genuinely improve her dry skin and provide lasting protection



MAYA, 59

Has suffered with **very dry and flaky skin** for as long as she can remember. It usually gets worse in winter and she has found that as she has grown older, it has become harder to control

- » Very keen on natural products, and doesn't want to put anything on her skin that has preservatives or fragrance or that might irritate her skin
- » Looking for an effective treatment that will reduce the visible signs of dry skin, decrease the itch, and provide lasting moisturisation



NICOLE, 26

Works as a ski instructor during winter months, and suffers long bouts of **dry and sensitive skin**

- » 'Free from' is very important to her – she doesn't want preservatives, colorants, fragrances, just active ingredients
- » Busy lifestyle so looking for something that is absorbed quickly, works quickly, and lasts long so she doesn't need to reapply during the day



DIANA, 35

Suffers with frequent episodes of **very dry and sensitive** skin on her legs and arms, **often triggered by cold weather**



MAYA, 59

Has suffered with **very dry and flaky skin** for as long as she can remember, that usually **gets worse in winter**. Has found that **as she has got older it has become harder to control**



NICOLE, 26

Works as a ski instructor **during winter months**, and suffers long bouts of **dry and sensitive skin**



DRY SKIN AND COLD WEATHER

Environmental factors are known to play a role in the occurrence of dry skin. Dry skin is more prevalent in the winter season when the air is at low humidity.¹ This creates a water gradient between the skin and the external environment, drawing water out of the skin and exacerbating the dry skin.² If coupled with low-grade inflammation, dry skin may transition to eczema.¹

Exposure to cold and wind and general changes in temperature have also been linked to sensitive skin.^{3,4}



DRY SKIN AND AGE

Aging is associated with increased susceptibility to dry skin.⁵ The aged epidermis shows reduced skin barrier function and repair following damage.⁶ Lipid processing declines and some lipids critical to healthy epidermal barrier are diminished in the elderly.⁷ Several other epidermal alterations reduce stratum corneum cohesion and hydration, leading to dry skin and pruritis, conditions highly prevalent in older individuals and associated with a substantial negative effect on quality of life.^{8,9}





Recommendation



Body lotions differentiation matrix



	DRY AND SENSITIVE SKIN	VERY DRY AND SENSITIVE SKIN	VERY DRY AND FLAKY SKIN
--	------------------------	-----------------------------	-------------------------

DEXPANTHENOL REPAIR COMPLEX

Restoring Daily Body Lotion

Replenishing Daily Body Lotion

Intense Repairing Body Balm



Glycerine

Humectant – restores water



Shea butter, argan oil, squalane

Non-physiological lipids – substitute lost natural lipids



Isopropyl isostearate

Physiological lipid – aids reconstruction of lipid bilayer



Niacinamide

Soothing agent – soothes itchy dry skin



Dexpanthenol

Multifunctional component – enhances epidermal differentiation





Diana – which product is best for her?

Diana suffers from regular episodes of very dry and sensitive skin

Recommendation

Replenishing Daily Body Lotion is specially formulated for **'very dry and sensitive skin'**. It has a medium concentration of dexpanthenol repair complex and lipids

Diana would benefit from **daily application of the Replenishing Body Lotion** on her dry skin

For full coverage, Diana should use the **Bepanthen® Derma cleansing washes**, which are soap-free and specially formulated for dry skin





Maya – which product is her best option?

Maya suffers from regular episodes of very dry and flaky skin

Recommendation

Intense Repairing Body Balm is specially formulated for **'very dry and flaky skin'**. It has the highest concentration of the dexpanthenol repair complex of all three body products. Aging skin has lower levels of lipids in the stratum corneum so this product will be an ideal choice for Maya

Like all Bepanthen® Derma products **it is free from preservatives, fragrance, and other additives**

For full coverage, Maya should use the **Bepanthen® Derma cleansing washes**, which are soap-free and specially formulated for dry skin





Nicole – which product is her best option?

Nicole suffers from long bouts of dry and sensitive skin

Recommendation

Restoring Daily Body Lotion is specially formulated for **‘dry and sensitive skin’** and is the ideal choice for Nicole

It provides immediate, **48h long-lasting hydration**, so no need to reapply during the day

Like all Bepanthen® Derma products **it is free from preservatives, fragrance, and other additives**

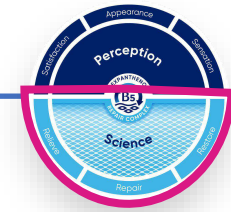
For full coverage, Nicole should use the **Bepanthen® Derma cleansing washes**, which are soap-free and specially formulated for dry skin





<p>Restoring Daily Face Cream with SPF 25</p>	<p>Replenishing Daily Face Cream</p>	<p>Regenerating Night Face Cream</p>	<p>Restoring Daily Body Lotion</p>	<p>Replenishing Daily Body Lotion</p>	<p>Intense Repairing Body Balm</p>	<p>Gentle Body Cleanser Daily Wash Gel</p>	<p>Gentle Face Cleanser Daily Wash Gel</p>
DRY AND SENSITIVE SKIN	VERY DRY AND SENSITIVE SKIN	VERY DRY AND ROUGH SKIN	DRY AND SENSITIVE SKIN	VERY DRY AND SENSITIVE SKIN	VERY DRY AND FLAKY SKIN	DRY AND SENSITIVE SKIN	DRY AND SENSITIVE SKIN



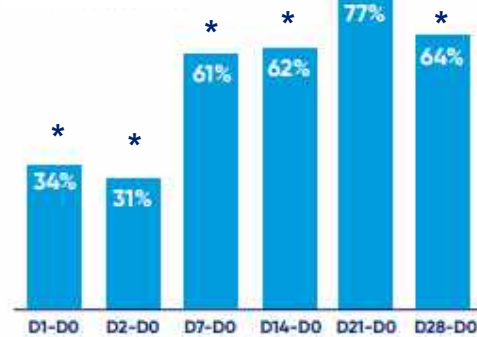


Bepanthen® Derma Restoring Daily Body Lotion efficacy has been demonstrated across three levels of evidence



Immediate and lasting hydration to relieve dryness

% hydration rate improvement from baseline

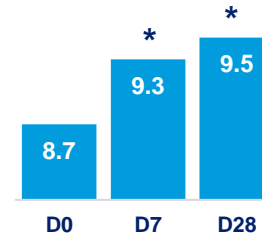


*Significant vs baseline.

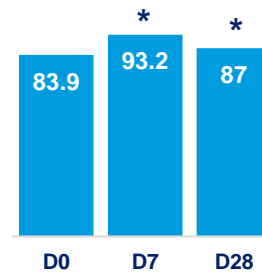
Skin hydration increased significantly immediately after single application up to 48 hours, and continued to increase up to Day 28 with daily application

Repairs skin barrier through increased lipid levels

Mean cholesterol content (µg/mg protein)



Mean FFA content (µg/mg protein)

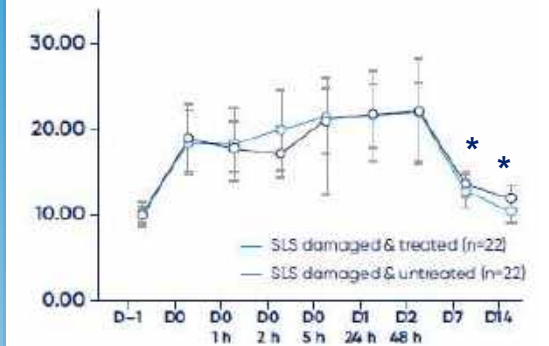


*Significant vs baseline.

Significant increases in lipid levels in the stratum corneum

Restores the skin barrier

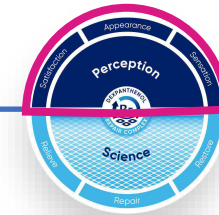
Mean TEWL values (g/m²/h)



*Significant decrease vs D0.

Once-daily treatment with Restoring Daily Body Lotion for 14 days restored skin barrier following damage





Bepanthen® Derma Restoring Daily Body Lotion efficacy has been demonstrated across three levels of assurance



Satisfaction



88%

Of users would recommend it to a friend

Appearance



88%

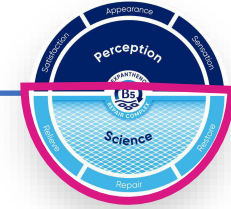
Of users found that the product visibly reduced patches of rough skin

Sensation



90%

Of users said that the product soothed and calmed their itchy dry skin as soon as it was applied

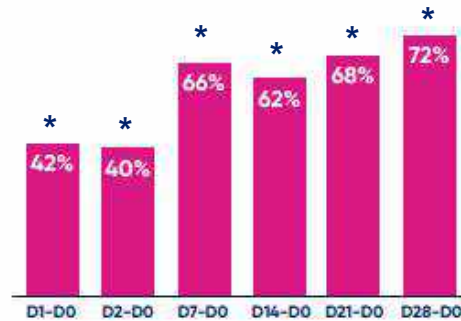


Bepanthen® Derma Replenishing Daily Body Lotion efficacy has been demonstrated across three levels of evidence



Immediate and lasting hydration to relieve dryness

% hydration rate improvement from baseline

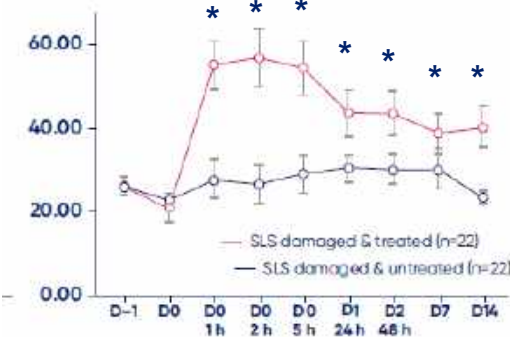


*Significant vs baseline.

Skin hydration increased significantly immediately after single application up to 48 hours, and continued to increase up to Day 28 with daily application

Immediate hydration in damaged skin vs untreated control

Mean Corneometric indices (AU)

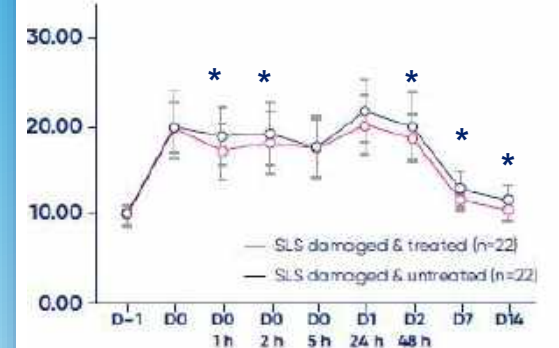


*Significant decrease vs D0.

Increases were seen immediately and continued to significantly increase with daily application up to 14 days compared to baseline and to untreated control

Restores the skin barrier

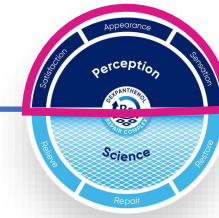
Mean TEWL values (g/m²/h)



*Significant decrease vs D0.

Once-daily treatment with Replenishing Daily Body Lotion for 14 days restored TEWL values to pre-damaged values

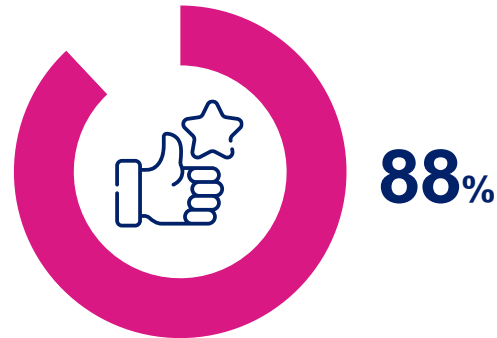




Bepanthen® Derma Replenishing Daily Body Lotion efficacy has been demonstrated across three levels of assurance



Satisfaction



Of users would recommend it to a friend

Appearance



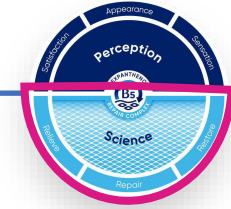
Of users said that the product visibly reduced flaky skin and dry patches

Sensation



Of users said that the product immediately relieved the tightness associated with dry skin



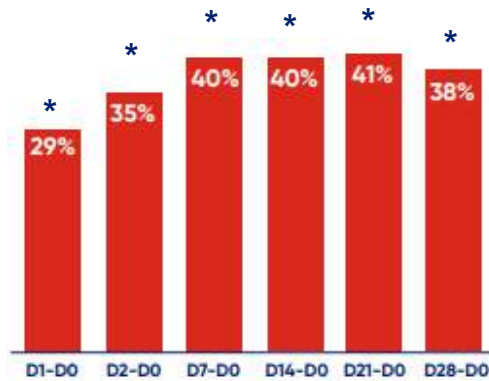


Bepanthen® Derma Intense Repairing Body Balm efficacy has been demonstrated across three levels of evidence



Relieves dryness through increased hydration

% of hydration rate improvement from baseline

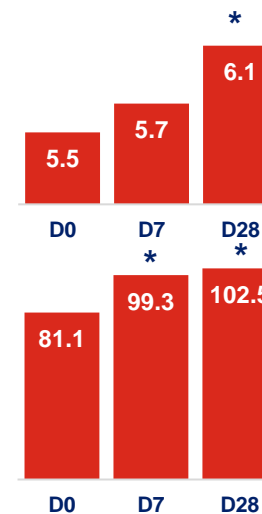


*Significant vs baseline.

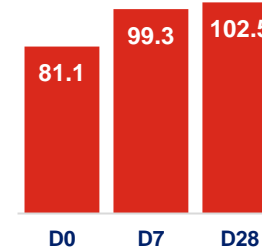
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Repairs skin barrier through increased lipid levels

Mean cholesterol content (µg/mg protein)



Mean FFA content (µg/mg protein)

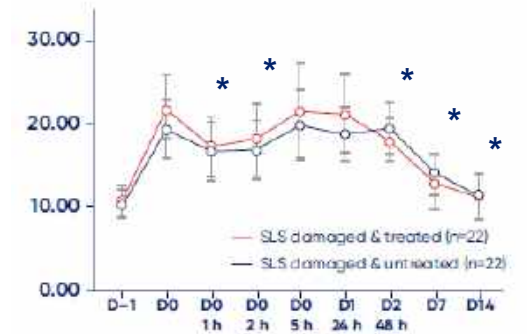


*Significant vs baseline.

Increased lipid levels in the stratum corneum

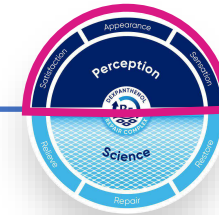
Restores the skin barrier

Mean TEWL values (g/m²/h)

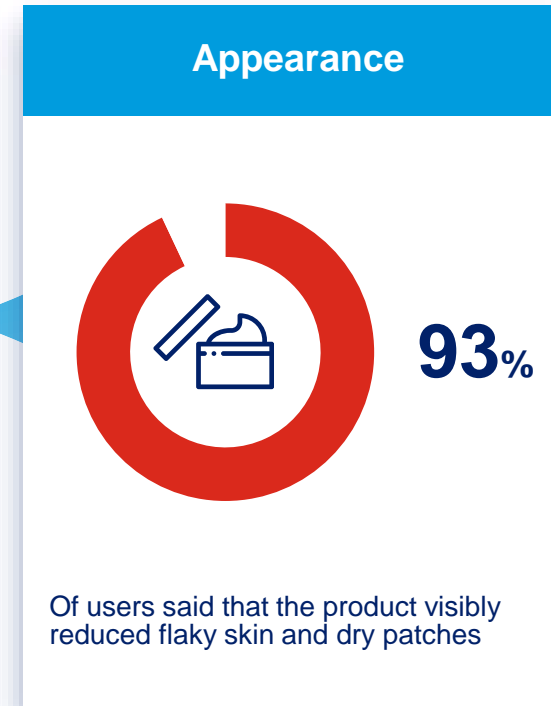


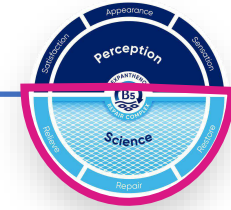
*Significant decrease vs D0.

TEWL values decreased at 1 h, 2h and at 48 hours after single product application in skin that had been damaged and subsequently treated with Intense Repairing Body Balm, indicating an improvement of skin barrier integrity. A further improvement was seen at D7 and D14



Bepanthen® Derma Intense Repairing Body Balm efficacy has been demonstrated across three levels of assurance



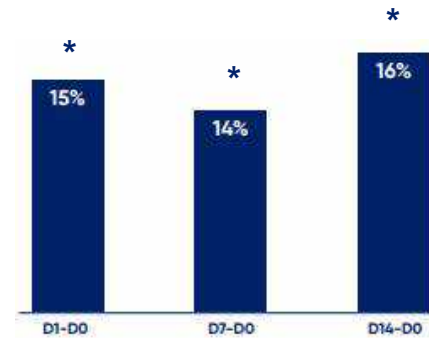


Bepanthen® Derma Gentle Body Cleanser efficacy has been demonstrated across three levels of evidence



Relieves through increased hydration

% of hydration rate improvement from baseline

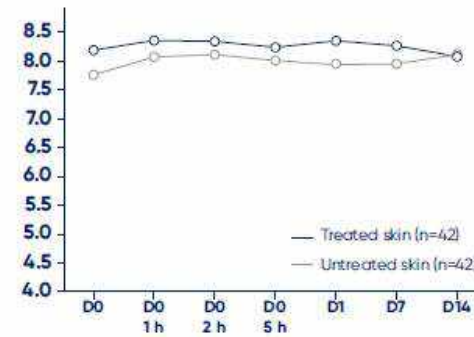


*Significant decrease vs D0.

Skin hydration increased significantly immediately after single use and continued to increase up to Day 14 with daily use

Maintains skin barrier integrity

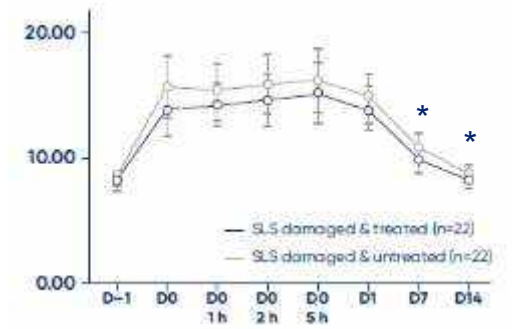
Mean TEWL values (g/m²/h)



TEWL values showed no significant difference after 14 days of once-daily application, demonstrating that the wash did not harm the skin but maintained skin barrier integrity

Restores the skin barrier

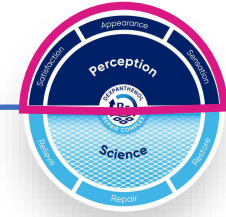
Mean TEWL



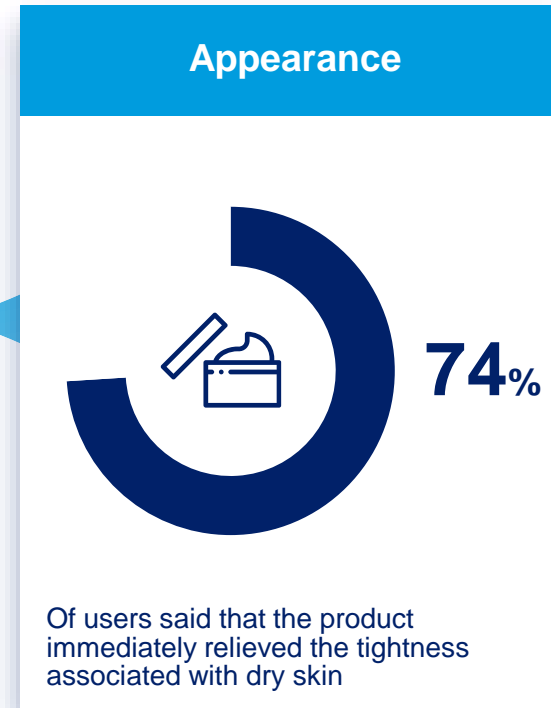
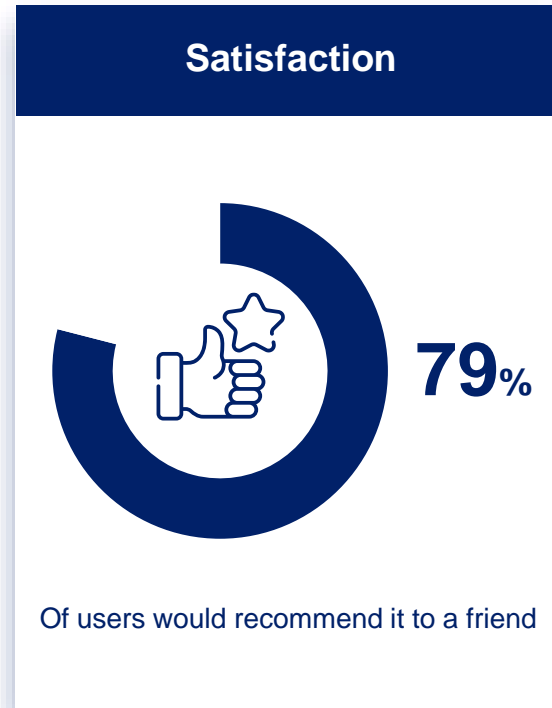
*Significant decrease vs D0.

Significant decreases were seen on D7 and D14 compared to baseline, demonstrating an improvement in skin barrier function.





Bepanthen® Derma Gentle Body Cleanser efficacy has been demonstrated across three levels of assurance






Why recommend Bepanthen® Derma?



All products have been **proven effective** through rigorous performance assessment in **open-label**, in-home use studies under dermatological control – **14** clinical studies involving over **470** patients



-  Increases **skin hydration** by up to **72%***
-  Increases **lipid levels** by up to **42%†**
-  **Restoration** of TEWL in damaged skin



A comprehensive range that includes **moisturising** and **cleansing products** for body and face, to cover all your patients' **dry skin needs**

*Replenishing Daily Body Lotion increased hydration by 72% over 28 days.
†Regenerating Night Face Cream increased levels of free fatty acids by 42.4% over 28 days.

<p>Restoring Daily Face Cream with SPF 25</p>	<p>Replenishing Daily Face Cream</p>	<p>Regenerating Night Face Cream</p>	<p>Restoring Daily Body Lotion</p>	<p>Replenishing Daily Body Lotion</p>	<p>Intense Repairing Body Balm</p>	<p>Gentle Body Cleanser Daily Wash Gel</p>	<p>Gentle Face Cleanser Daily Wash Gel</p>
DRY AND SENSITIVE SKIN	VERY DRY AND SENSITIVE SKIN	VERY DRY AND ROUGH SKIN	DRY AND SENSITIVE SKIN	VERY DRY AND SENSITIVE SKIN	VERY DRY AND FLAKY SKIN	DRY AND SENSITIVE SKIN	DRY AND SENSITIVE SKIN



I am already recommending an effective treatment for my patients with dry skin



Unlike many traditional dry skin treatments the entire Bepanthen® Derma range has **undergone rigorous assessment and evaluation and its efficacy has been demonstrated** across three domains of clinical evidence

- Significant increase in hydration levels – **relieving and moisturising the skin**
- Increased lipid levels – **repairing the lipid matrix in the stratum corneum**
- Reduction of TEWL in damaged skin – supports skin repair – **restoring the skin barrier in damaged skin**



Bepanthen® Derma has a **unique formulation that doesn't just relieve the symptoms of xerosis, but also addresses the root cause** – impaired epidermal differentiation – thereby promoting skin barrier restoration



Bepanthen® Derma is more than just an emollient – **it contains moisturising and cleansing products for body and face** – to suit all your patients' dry skin needs





Most dry skin products are only tested on a few subjects and the data are limited



Unlike many traditional dry skin treatments the entire Bepanthen® Derma range has undergone rigorous assessment and evaluation in **14 clinical studies involving over 470 patients to demonstrate their efficacy**



In addition, **the products have undergone patient assessment** – all subjects who took part in the in-home use studies completed a 7-point subjective evaluation questionnaire



The results of these has led to the development of the Bepanthen® Derma Wheel, **highlighting three domains of clinical evidence and three domains of patient perception** supporting all Bepanthen® Derma products





03

TRIAL
STAGE

Moving Dermatologists up the adoption path



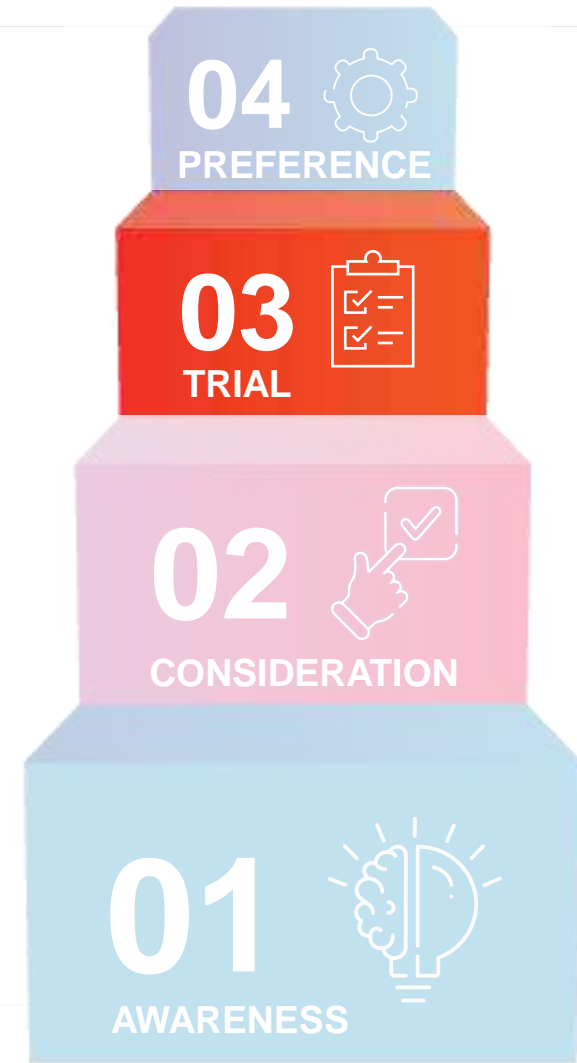
Following the awareness and consideration detailing stages, **we can assume that dermatologists have responded to our call to action** and have started to recommend Bepanthen® Derma for their patients with dry skin



We now want them to continue recommending Bepanthen® Derma by introducing different patient profiles



In this trial stage, we will continue to focus the detailing on the clinical efficacy data and the patient satisfaction data that supports the use of Bepanthen® Derma



Moving Dermatologists up the adoption path

DERMATOLOGIST THINKS

MEDICAL REP SAYS

<p>Target: Aware</p>	<p>I already have certain dry skin products that I recommend to my patients with xerosis. What makes your new range different?</p>	<p>Bepanthen® Derma has a unique formulation that restores normal epidermal differentiation, the root cause of xerosis, thereby offering not only immediate relief from symptoms but also lasting moisturisation”</p>	<p>Message to drive Aware</p>
<p>Now: Aware Target: Consider</p>	<p>I want to recommend something that goes beyond moisturisation and will genuinely improve my patients’ xerosis</p>	<p>The Bepanthen® Derma range has been clinically proven to increase skin hydration and barrier function and includes face creams, body lotions and cleansing washes to cover all dry skin needs</p>	<p>Message to drive Consider</p>
<p>Now: Consider Target: Trial</p>	<p>I know Bepanthen® Derma is a good option for my patients who get xerosis due to environmental factors, but what about my other patients, whose xerosis is triggered by other factors?</p>	<p>I understand that there are many factors underlying xerosis. Whatever the cause, Bepanthen® Derma effectively treats all levels of xerosis. And comes very highly rated by patients</p>	<p>Message to drive Trial</p>
<p>Now: Trial Target: Preference</p>	<p>I am recommending Bepanthen® Derma for many of my dry skin patients, but I tend to recommend other emollients for my patients with comorbidities</p>	<p>I understand that patients with comorbidities need special attention. The Bepanthen® Derma range has been tested thoroughly, including on diabetic skin, where it was clinically proven to be effective, and highly rated by patients</p>	<p>Message to drive Preference</p>



Claims that resonated well in the TRIAL stage

INSTANT RELIEF, LASTING HYDRATION, SOOTHES

Instantly soothes & calms itchy dry skin (from 1st application)

80% of users said that the Product soothed and calmed their itchy dry skin as soon as it was applied

Immediate **48h long-lasting hydration** for soft and smooth skin

90% of users found that the Product made their skin feel immediately moisturised

Long-term hydration (based on 4-week data)

85% of users said that the Product immediately relieved the tightness associated with dry skin

Provides immediate hydration to **soothe tightness**

85% of users found that the Product left their skin feeling intensely hydrated

REPAIRS SKIN BARRIER

Restores skin barrier function to prevent reoccurrence of dryness

83% of users said that the Product protected their skin from further episodes of dryness

VISIBLY REDUCES FLAKINESS, ROUGHNESS, DRY PATCHES AND CRACKED, CHAPPED SKIN

78% of users confirmed that the Product visibly reduced signs of cracked, chapped skin

88% of users said that the Product visibly reduced flaky skin and dry patches

78% of users found that the Product relieved their urge to scratch

HIGH TOLERANCE / GENTLE ON SKIN / HYPOALLERGENIC

SPECIFICALLY FORMULATED FOR DRY AND SENSITIVE SKIN

Contains natural lipids (e.g. shea butter, argan oil) known to protect skin from drying out by replacing lost skin lipids

Free of **preservatives, fragrance and colorants**





Claims with accurate % from the In home use studies - to be used instead of the tested claim

Tested Claim	Rank	Total Range (Leave in)	Bepanthen Restoring Daily Body Lotion 1614317	Bepanthen Replenishing Daily Body Lotion 1614318	Bepanthen Intense Repairing Daily Body Balm 1614319	Bepanthen Replenishing Daily Moisture Face Cream 1614322	Bepanthen Regenerating Night Face Cream 1614323	Bepanthen Restoring Daily Face Cream with SPF 25 1614324
Instantly soothes & calms itchy dry skin (from 1st application)	1	✓	✓	✓	✓	✓	✓	✓
Visibly reduces flakiness, roughness, dry patches and cracked, chapped skin	2		✓	✓	✓	-	-	-
Repairs skin barrier/restores skin barrier function to prevent reoccurrence of dryness	3	✓	✓	✓	✓	✓	✓	✓
Immediate and 48h long-lasting moisturisation for soft and smooth skin.	4	✓	✓	✓	✓	Provides immediate and long-lasting (48h) moisturisation	Provides immediate and long-lasting (48h) moisturisation	Provides immediate and long-lasting (48h) moisturisation
Restores skin barrier function to prevent reoccurrence of dryness	5	✓	✓	✓	✓	✓	✓	✓
Specifically formulated for dry and sensitive skin	6	✓	✓	✓	✓	✓	✓	✓
Long-term hydration (based on 4 week data)	7	✓	✓	✓	✓	✓	✓	✓
73% of users confirmed that Product visibly reduced signs of cracked, chapped skin.	8		86% of users confirmed that Product visibly reduced signs of cracked, chapped skin.	90% of users confirmed that Product visibly reduced signs of cracked, chapped skin.	93% of users confirmed that Product visibly reduced signs of cracked, chapped skin.	73% of users confirmed that Product visibly reduced signs of cracked, chapped skin.	93% of users confirmed that Product visibly reduced signs of cracked, chapped skin.	86% of users confirmed that Product visibly reduced signs of cracked, chapped skin.
Provides immediate hydration to soothe tightness	9	✓	✓	✓	✓	✓	✓	✓
80% of users said that Product soothed and calmed their itchy dry skin as soon as it was applied	10		90% of users said that Product soothed and calmed their itchy dry skin as soon as it was applied.	86% of users said that Product soothed and calmed their itchy dry skin as soon as it was applied.	80% of users said that Product soothed and calmed their itchy dry skin as soon as it was applied.	80% of users said that Product soothed and calmed their itchy dry skin as soon as it was applied.	90% of users said that Product soothed and calmed their itchy dry skin as soon as it was applied.	90% of users said that Product soothed and calmed their itchy dry skin as soon as it was applied.





Claims with accurate % from the In home use studies - to be used instead of the tested claim

Tested Claim	Rank	Total Range (Leave in)	Bepanthen Restoring Daily Body Lotion 1614317 	Bepanthen Replenishing Daily Body Lotion 1614318 	Bepanthen Intense Repairing Daily Body Balm 1614319 	Bepanthen Replenishing Daily Moisture Face Cream 1614322 	Bepanthen Regenerating Night Face Cream 1614323 	Bepanthen Restoring Daily Face Cream with SPF 25 1614324 
90% of users found that Product made their skin feel immediately moisturised.	11		90% of users found that Product made their skin feel immediately moisturised.	95% of users found that Product made their skin feel immediately moisturised.	90% of users found that Product made their skin feel immediately moisturised.	91% of users found that Product made their skin feel immediately moisturised.	98% of users found that Product made their skin feel immediately moisturised.	98% of users found that Product made their skin feel immediately moisturised.
82% of users said that Product immediately relieved the tightness associated with dry skin.	12		88% of users said that Product immediately relieved the tightness associated with dry skin.	86% of users said that Product immediately relieved the tightness associated with dry skin.	88% of users said that Product immediately relieved the tightness associated with dry skin.	82% of users said that Product immediately relieved the tightness associated with dry skin.	98% of users said that Product immediately relieved the tightness associated with dry skin.	93% of users said that Product immediately relieved the tightness associated with dry skin.
High tolerance /Gentle on skin/Hypoallergenic	13		✓	✓	✓	High tolerance	High tolerance	High tolerance
82% of users found that Product left their skin feeling intensely hydrated	14		90% of users found that Product left their skin feeling intensely hydrated	90% of users found that Product left their skin feeling intensely hydrated	88% of users found that Product left their skin feeling intensely hydrated	82% of users found that Product left their skin feeling intensely hydrated	98% of users found that Product left their skin feeling intensely hydrated	93% of users found that Product left their skin feeling intensely hydrated
Contains natural lipids (e.g. shea butter, argan oil) known to protect skin from drying out by replacing lost skin lipids	15	✓	✓	✓	✓	✓	✓	✓
84% of users said that Product visibly reduced flaky skin and dry patches.	16		88% of users said that Product visibly reduced flaky skin and dry patches.	90% of users said that Product visibly reduced flaky skin and dry patches.	93% of users said that Product visibly reduced flaky skin and dry patches.	84% of users said that Product visibly reduced flaky skin and dry patches.	100% of users said that Product visibly reduced flaky skin and dry patches.	93% of users said that Product visibly reduced flaky skin and dry patches.
82% of users said that Product protected their skin from further episodes of dryness.	17		88% of users said that Product protected their skin from further episodes of dryness.	83% of users said that Product protected their skin from further episodes of dryness.	90% of users said that Product protected their skin from further episodes of dryness.	82% of users said that Product protected their skin from further episodes of dryness.	90% of users said that Product protected their skin from further episodes of dryness.	86% of users said that Product protected their skin from further episodes of dryness.
Free of preservatives, fragrance and colorants	18	✓	✓	✓	✓	✓	✓	✓
75% of users found that Product relieved their urge to scratch	19		90% of users found that Product relieved their urge to scratch	86% of users found that Product relieved their urge to scratch	78% of users found that Product relieved their urge to scratch.	75% of users found that Product relieved their urge to scratch.	93% of users found that Product relieved their urge to scratch	93% of users found that Product relieved their urge to scratch.
At least 90% ingredients from natural origin	20		✓	✓	✓	✓	✓	-



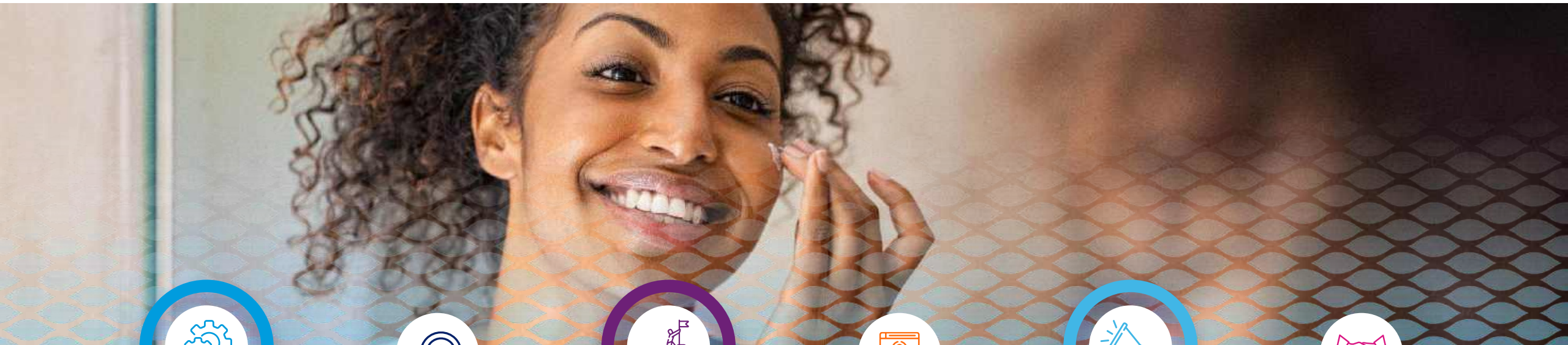


Claims with accurate % from the In home use studies - to be used instead of the tested claim

Tested Claim	Rank	Total Range (Washes)	Bepanthen Gentle Body Cleanser Daily Wash Gel 1614320 	Bepanthen Gentle Face Cleanser Daily Wash Gel 1614321 
Immediately relieves the tight feeling of dry skin	1	✓	✓	✓
Soothes itchy dry skin	2	✓	✓	✓
74% of users said that Product immediately relieved the tightness associated with dry skin	3		74% of users said that Product immediately relieved the tightness associated with dry skin	81% of users said that Product immediately relieved the tightness associated with dry skin
83% of users said that Product effectively cleaned without irritating their dry skin	4		83% of users said that Product effectively cleaned without irritating their dry skin	98% of users said that Product effectively cleaned without irritating their dry skin
83% of users said that Product was perfect for cleaning their dry skin every day	5		83% of users said that Product was perfect for cleaning their dry skin every day	98% of users said that Product was perfect for cleaning their dry skin every day
81% of users said that Product was an effective cleanser and was gentle enough to use on very dry skin	6		81% of users said that Product was an effective cleanser and was gentle enough to use on very dry skin	98% of users said that Product was an effective cleanser and was gentle enough to use on very dry skin
Skin-friendly pH 5.5	7	✓	✓	✓
Gently cleanses and soothes	8	✓	✓	✓
Develops gentle cleansing foam	9	✓	✓	✓
79% of users said that Product produced a gentle cleansing foam [and rinsed off easily]	10		79% of users said that Product produced a gentle cleansing foam [and rinsed off easily]	95% of users said that Product produced a gentle cleansing foam [and rinsed off easily]



Detailing the Trial stage



**JOB TO
BE DONE**



**INSIGHT &
BENEFIT**



**REASONS TO
BELIEVE**



**PATIENT
PROFILES**



**CALL TO
ACTION**



**OBJECTION
HANDLING**



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

COMMUNICATION OBJECTIVE



Promote ongoing trial of Bepanthen® Derma in different patient types

JOB TO BE DONE



GET dermatologists who are currently using Bepanthen® Derma TO **expand the patient population** they recommend Bepanthen® Derma to BY reinforcing the levels of clinical evidence AND the levels of patient satisfaction underpinning Bepanthen® Derma along with the breadth of the range

CURRENT BEHAVIOUR



This dermatologist is **currently recommending Bepanthen® Derma** to some of their patients

TRIAL

This dermatologist will consider Bepanthen® Derma for **most of their patients with dry skin**

DESIRED BEHAVIOUR





We need an engaging hook and clear benefit with supporting messages

> HCP INSIGHT

[To be defined by the countries]

Did you know that **dry skin can be caused by a number of underlying factors**, not just cold weather and age. For instance physical factors such as hormonal imbalances have been linked to dry skin,¹ as well as environmental factors such as smoking²

> HOOK

Did you know that the **Bepanthen® Derma range has been shown to increase skin hydration by up to 72%**, and skin lipids by up to 42%?

Did you know that the Bepanthen® Derma range has **three domains of assurance to support patient satisfaction**, and that all subjects involved in the in-home use studies were statistically significantly satisfied with the products' capacity to moisturise, soothe and protect the skin?

> BENEFIT

For your **patients with different dry skin needs**, Bepanthen® Derma soothes itchy dry skin, replaces lost skin lipids, and provides immediate and lasting moisturisation

1. Bepanthen® Derma has been **clinically proven** to provide an **immediate and lasting increase in skin hydration** in patients with dry skin

2. Bepanthen® Derma **increases lipid levels** in the stratum corneum

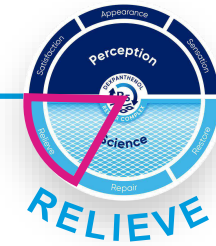
3. Bepanthen® Derma helps **restore skin barrier function** following damage

4. Bepanthen® Derma is rated highly among users for its **rapid improvement in the appearance of dry skin**

> RTBs

AFTER USING THE BODY PRODUCTS TO SHOWCASE THE EFFICACY DATA IN THE CONSIDERATION STAGE, WE WILL FOCUS ON THE FACE CREAMS IN THE TRIAL STAGE



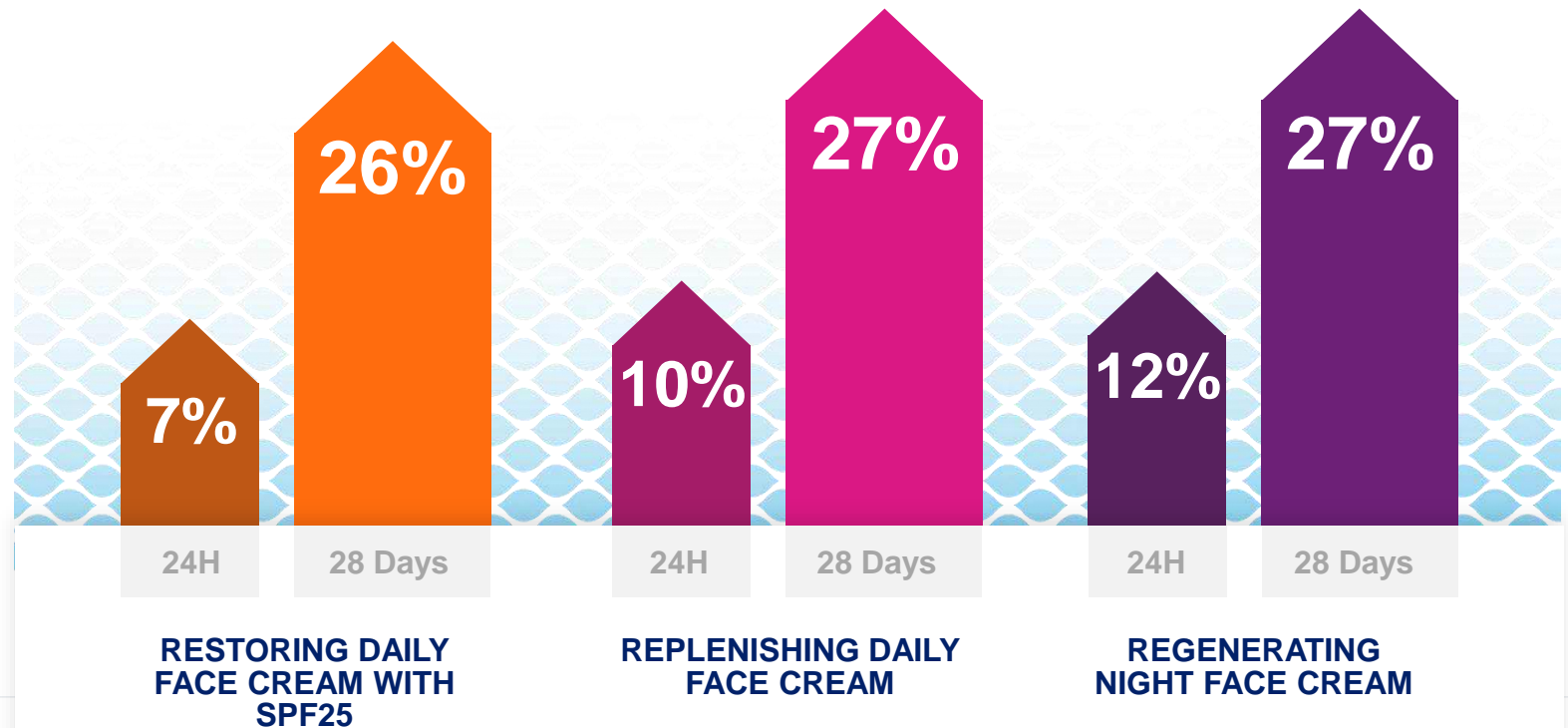


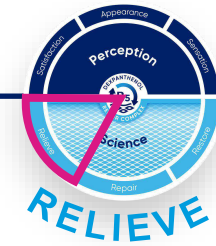
Bepanthen® Derma Face Creams provide immediate and long-lasting hydration

Significant increase in skin hydration by...



Each of the products was **clinically proven** to significantly increase hydration within 24 hours of application and continue up to 28 days





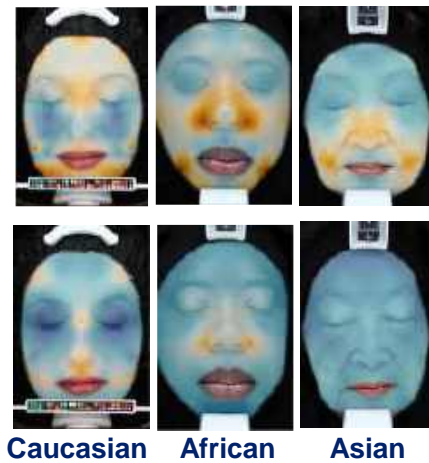
Bepanthen® Derma Face Creams visibly improved skin moisturisation



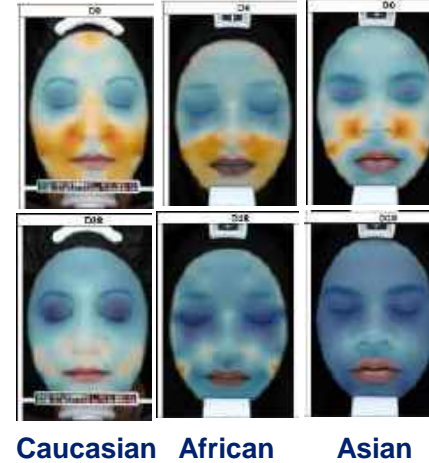
Improved moisturisation was clearly visible using a **combination of macrophotography and Corneometer® measurements** over 28 days



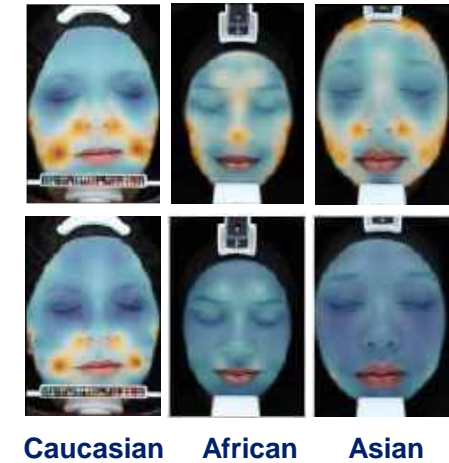
From Day 0
↓
To Day 28



Restoring Daily Face Cream with SPF25

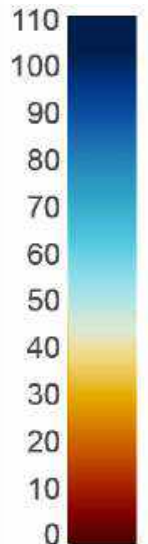


Replenishing Daily Face Cream

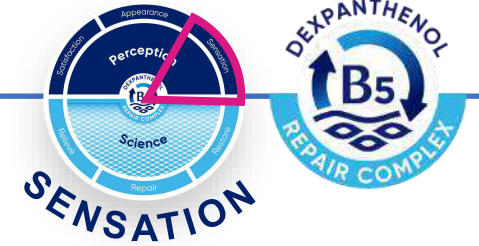


Regenerating Night Face Cream

Very well hydrated



Very dry



Subjects found the hydration and soothing effect to be immediate



MY SKIN FELT IMMEDIATELY MOISTURISED

98% of users of Daily Restoring Face Cream with SPF25

91% of users of Daily Replenishing Face Cream

98% of users of Regenerating Night Face Cream



THE PRODUCT SOOTHED AND CALMED MY ITCHY SKIN AS SOON AS IT WAS APPLIED

90% of users of Daily Restoring Face Cream with SPF25

80% of users of Daily Replenishing Body Lotion Face Cream

90% of users of Regenerating Night Face Cream



THE PRODUCT IMMEDIATELY RELIEVED THE TIGHTNESS ASSOCIATED WITH DRY SKIN

93% of users of Daily Restoring Face Cream with SPF25

82% of users of Daily Replenishing Body Lotion Face Cream

98% of users of Regenerating Night Face Cream



Lipids are critical for skin barrier function



Lipids make up the **lipid matrix that holds the corneocytes** in place¹

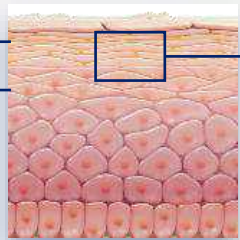


A **key component of treating** dry skin is replacing and reorganising these lost lipids²

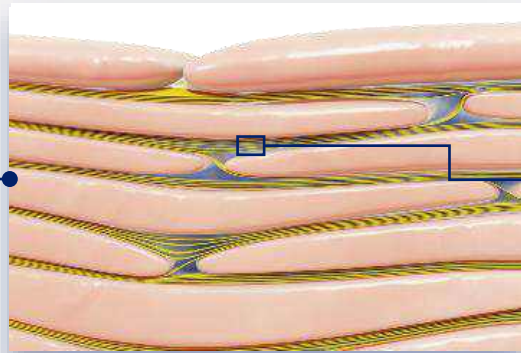


One of the features of dry skin is **reduced levels of natural skin lipids, such as ceramides, cholesterol and free fatty acids**, and a looser configuration of the lipid matrix that allows irritants to pass through the skin barrier and water to escape^{1,2}

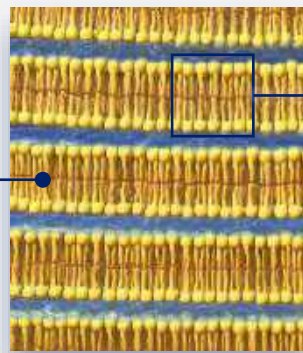
Stratum corneum



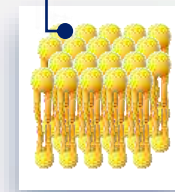
Epidermis



Healthy stratum corneum

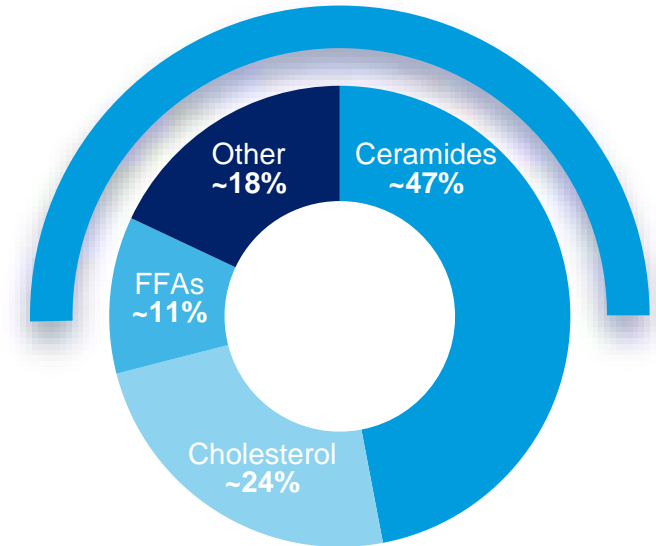


Lipid bilayer



Orthorhombic lipid packing

LIPID LAMELLAE¹





RTB 2: Increases Lipid Levels



Bepanthen® Derma Face Creams increased lipid levels in the stratum corneum

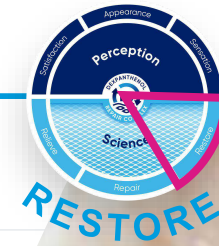
ONCE-DAILY APPLICATION FOR 28 DAYS

PRODUCT	CHOLESTEROL LEVELS D28 – D0		FFA LEVELS D28 – D0		CERAMIDE LEVELS D28 – D0	
	µg/mg	% Increase	µg/mg	% Increase	µg/mg	% Increase
i Restoring Daily Face Cream with SPF25	+1.11*	13.7%*	+12.4	8.6%	+3.68	12.1%
i Replenishing Daily Face Cream	+0.62	10.9%	+8.83	12.5%	+6.83*	22.8%*
i Regenerating Night Face Cream	+2.38*	31%*	+43.3*	42.4%*	+4.73*	22.9%*

Increase in lipid levels helps repair impaired skin barrier

*Significant increase vs baseline.





The skin barrier acts as a regulator in skin water balance



When the **skin barrier is damaged**, the water exchange regulation system becomes destabilised. This means that water migrates more easily to the outside environment, **increasing transepidermal water loss (TEWL)**



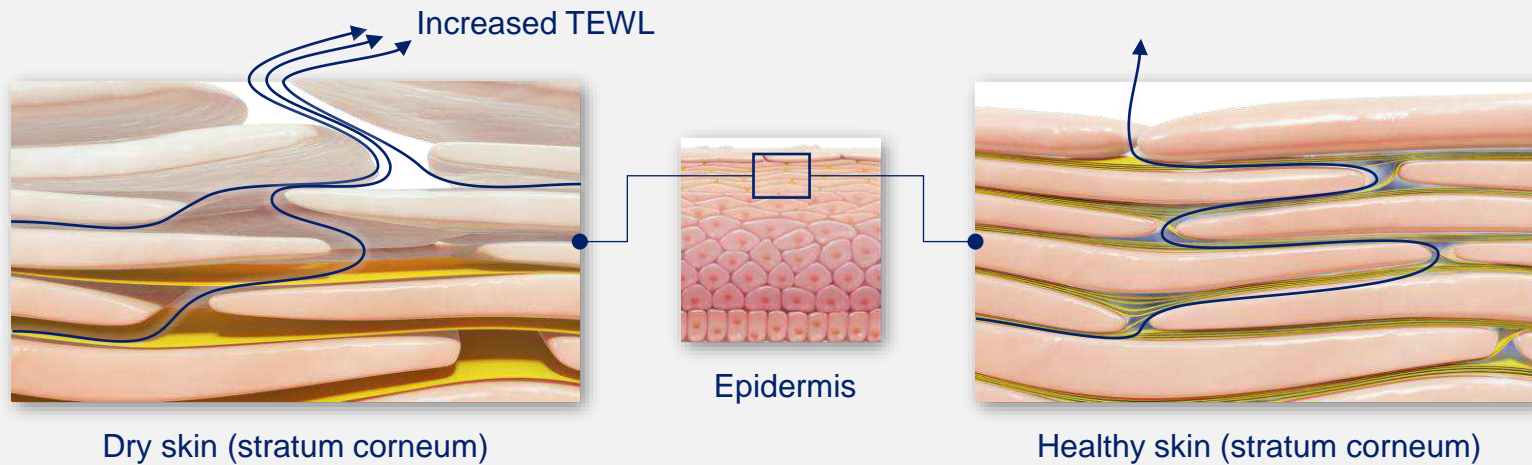
As TEWL increases, the moisture content of the **stratum corneum** falls even more and barrier function become **further impaired**



If the condition of the **skin barrier improves**, TEWL decreases as the **water exchange regulation mechanism** recovers its **balance**



Measuring TEWL is therefore a good **indicator** of skin barrier function

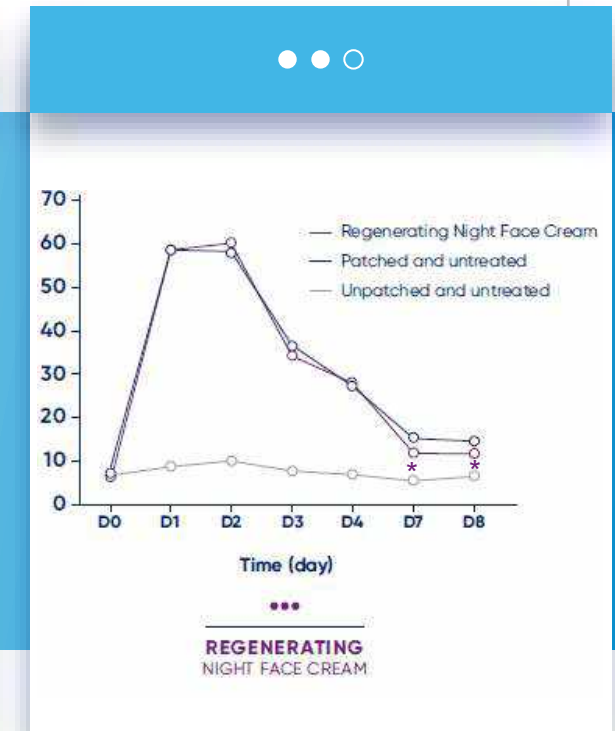
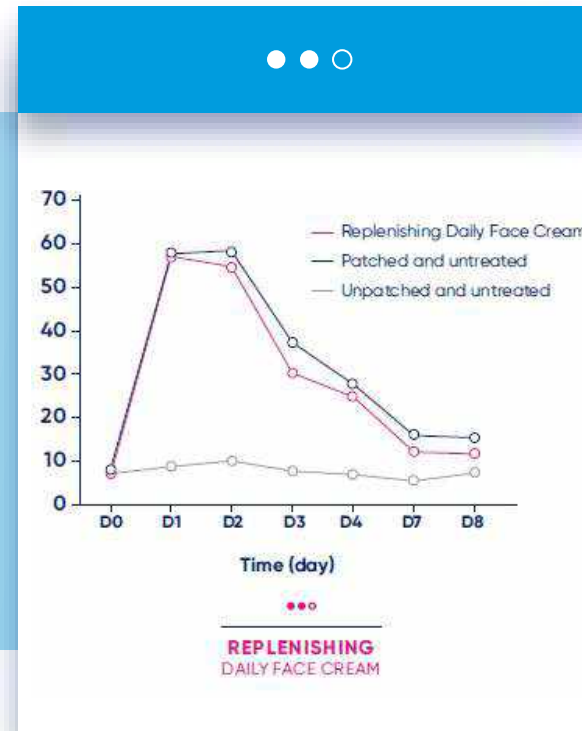
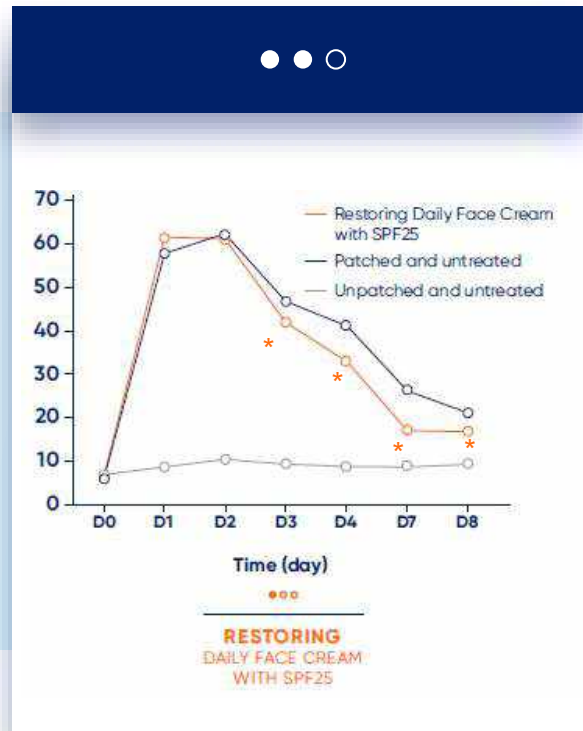


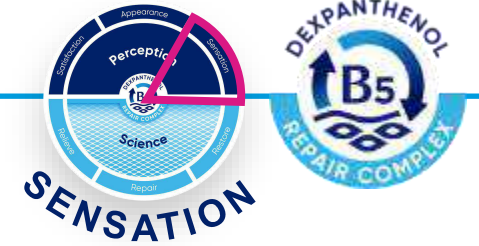


Bepanthen® Derma provided a significant improvement and more rapid skin repair compared with untreated control

TEWL values (g/m²/h)

After 8 days of treatment on skin that had been chemically damaged, all **three face creams demonstrated a significantly greater reduction in TEWL** than untreated control, which indicates a significant improvement and supports restoration of skin barrier function





Subjects found the face creams strengthened their skin and protected it from further episodes of dryness



THE PRODUCT PROTECTED MY SKIN FROM FURTHER EPISODES OF DRYNESS

86% of users of Daily Restoring Face Cream with SPF25

82% of users of Daily Replenishing Face Cream

90% of users of Regenerating Night Face Cream

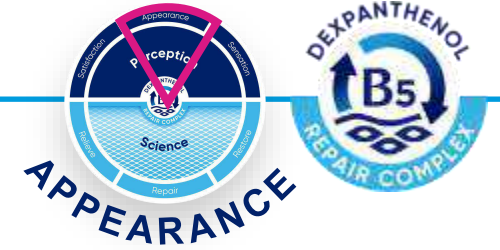


THE PRODUCT LEFT MY SKIN FEELING INCREASINGLY RESILIENT DAY AFTER DAY

90% of users of Daily Restoring Face Cream with SPF25

84% of users of Daily Replenishing Body Lotion Face Cream

95% of users of Regenerating Night Face Cream



Bepanthen® Derma Face Creams improve the appearance of dry skin



THE PRODUCT REDUCED PATCHES OF ROUGH SKIN



THE PRODUCT REDUCED FLAKY SKIN AND DRY PATCHES



THE PRODUCT MADE THEIR SKIN LESS SENSITIVE



THE PRODUCT RELIEVED URGE TO SCRATCH





Bepanthen® Derma is specially formulated



HUMECTANTS
GLYCERIN



SOOTHING AGENT
NIACINAMIDE



PHYSIOLOGICAL LIPIDS
ISOPROPYL
ISOSTEARATE



NON-PHYSIOLOGICAL LIPIDS
ARGAN OIL, SHEA
BUTTER, SQUALANE



AGENTS THAT SUPPORT EPIDERMAL DIFFERENTIATION
DEXPANTHENOL



The new Bepanthen® Derma range has a unique combination of ingredients that has been endorsed by experts and provides immediate relief from the symptoms of xerosis while also addressing the underlying cause



Free from
Bepanthen® Derma products are free from preservatives, fragrance, colorants, and the washes are free from soap

As the formulation of the products rated highly in the claims testing, we could revisit the special formulation, highlighting that the range is free from preservatives, fragrances and colorants





Bepanthen® Derma includes moisturisation and cleansing for face and body, and covers all your patients' dry skin needs

<p>Restoring Daily Face Cream with SPF 25</p> <p>FOR USE ON: DRY AND SENSITIVE SKIN</p>	<p>Replenishing Daily Moisture Face Cream</p> <p>VERY DRY AND SENSITIVE SKIN</p>	<p>Regenerating Night Face Cream</p> <p>VERY DRY AND ROUGH SKIN</p>	<p>Restoring Daily Body Lotion</p> <p>DRY AND SENSITIVE SKIN</p>	<p>Replenishing Daily Body Lotion</p> <p>VERY DRY AND SENSITIVE SKIN</p>	<p>Intense Repairing Body Balm</p> <p>VERY DRY AND FLAKY SKIN</p>	<p>Gentle Body Cleanser Daily Wash Gel</p> <p>DRY AND SENSITIVE SKIN</p>	<p>Gentle Face Cleanser Daily Wash Gel</p> <p>DRY AND SENSITIVE SKIN</p>
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Anna, 54
Magazine Editor

Is going through the menopause, and along with hot flushes she has experienced frequent episodes of very **dry and sensitive skin** on her face



Is concerned that this **skin dryness is going to be an ongoing problem**

Ideally she wants a **solution that comes with scientific support**, and that is **free from preservatives and other additives**



Elisabeth, 45
Head of a Primary School

Is a smoker and has suffered bouts of dry skin since she was a teenager, but recently she has been getting **very dry, rough skin** on her face.



She hates **the tightness, the roughness, the itchiness**, and how it makes her skin look and feel

She is looking for a product that will **relieve her symptoms and prevent further flare ups**. She wants her skin to feel **soft and supple**, instead of the tightness that she has grown to hate



Lola, 28
Environmental Scientist

Loves the outdoors and spends a lot of time outside. But she suffers with frequent episodes of **dry and sensitive skin** on her face, often worse in cold weather



She has a **good understanding of dry skin**, and the importance of specific behaviours such as maintaining a skincare routine and avoiding certain products and ingredients

She is looking for a **product scientifically proven to work that can prevent as well as relieve**. She wants her skin to feel and look healthy and smooth





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Dry skin and age

Aging is associated with increased susceptibility to dry skin.¹ The aged epidermis shows **reduced skin barrier function and repair following damage**.² Lipid processing declines and some of those critical to healthy epidermal barrier are diminished in the elderly.³ Several other epidermal alterations reduce stratum corneum cohesion and hydration, leading to **dry skin and pruritis**, conditions highly prevalent in aged individuals that are associated with a substantial negative effect on quality of life.^{4,5}

Dry skin and hormonal imbalance

Hormonal imbalance, as seen during menopause, has been associated with a number of **negative effects on the skin**, including **decreased collagen and water content, decreased sebaceous secretions and loss of elasticity**,⁶ all of which can lead to dry skin. Fluctuating hormones have also been associated with triggering sensitive skin, often reported by women during menopause and during the menstrual cycle.⁷





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Is going through the menopause, and along with hot flushes she has experienced frequent episodes of very **dry and sensitive skin** on her face



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Lola, 28
Environmental Scientist

Loves the outdoors and spends a lot of time outside. But she suffers with frequent episodes of **dry and sensitive skin** on her face, often worse in cold weather

Dry skin and smoking

It is well known that smoking stimulates skin aging but its association with dry skin is less well known. It has recently been found that in animal models, **administration of nicotine disrupted the dermoepidermal junction and disorganised collagen bundles**, increasing the space between them, which may affect the barrier function and increase the risk of dry skin.¹

In a study looking at prevalence and determinants of dry skin in middle aged and elderly populations, **smoking was found to increase the likelihood of dry skin.**²



She has a **good understanding of dry skin**, and the importance of specific behaviours such as maintaining a skincare routine and avoiding certain products and ingredients

She is looking for a **product scientifically proven to work that can prevent as well as relieve**. She wants her skin to feel and look healthy and smooth





Anna, 54
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Is going through the menopause, and along with hot flushes she has experienced frequent episodes of very **dry and sensitive skin** on her face



Elisabeth, 45
Head of a Primary School

Is a smoker and has suffered bouts of dry skin since she was a teenager, but recently she has been getting **very dry, rough skin** on her face.



Lola, 28
Environmental Scientist

Loves the outdoors and spends a lot of time outside. But she suffers with frequent episodes of **dry and sensitive skin** on her face, often worse in cold weather

Dry skin and cold weather

Environmental factors are known to play a role in the occurrence of dry skin. **Dry skin is more prevalent in the winter season when the air is at low humidity.**¹ This creates a water gradient between the skin and the external environment, drawing water out of the skin and exacerbating the dry skin.² If coupled with low-grade inflammation, **dry skin may transition to eczema.**¹

Exposure to cold and wind and general changes in temperature have also been linked to the occurrence of sensitive skin.^{3,4}



She has a **good understanding of dry skin**, and the importance of specific behaviours such as maintaining a skincare routine and avoiding certain products and ingredients

She is looking for a **product scientifically proven to work that can prevent as well as relieve.** She wants her skin to feel and look healthy and smooth





FACE

Spends a lot of time indoors

Spends a lot of time outdoors

Restoring Daily Face Cream with SPF25



DRY & SENSITIVE

Replenishing Daily Face Cream



VERY DRY & SENSITIVE

Regenerating Night Face Cream



VERY DRY & ROUGH

Gentle Face Cleanser



DRY & SENSITIVE

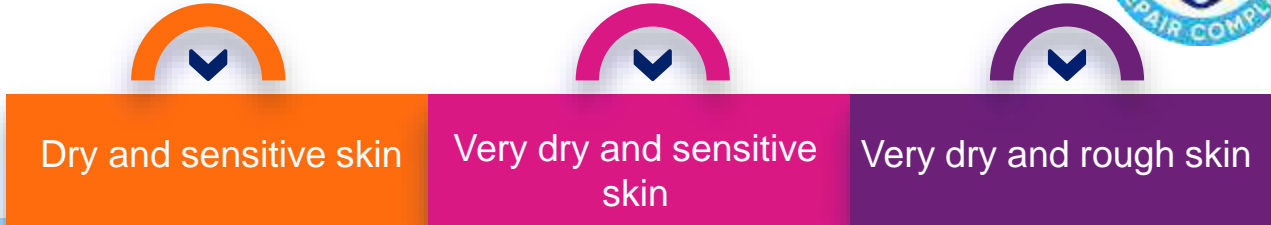




Recommendation



Face creams formulation



DEXPANTHENOL REPAIR COMPLEX

	Restoring Daily Face Cream with SPF25	Replenishing Daily Face Cream	Regenerating Night Face Cream
	● ○ ○	● ● ○	● ● ●
Glycerine Humectant – restores water	●	●	●
Shea butter, argan oil, squalane Non-physiological lipids – substitute lost natural lipids	●	● ●	● ● ●
Isopropyl isostearate Physiological lipid – aids reconstruction of lipid bilayer	●	● ●	● ●
Niacinamide Soothing agent – soothes itchy dry skin	●	●	●
Dexpanthenol Multifunctional component – enhances epidermal differentiation	●	●	●





Anna – which product is her best option?

Anna suffers from very dry and sensitive skin

Recommendation

Due to her job Anna **spends most of her time indoors**

Replenishing Daily Face Cream is specially formulated for 'very dry and sensitive skin'. It contains dexpanthenol repair complex and lipids to supplement the lower levels of lipids in the stratum corneum seen in aging skin, so this product will be an ideal choice for Anna for coverage during the day

For overnight repair, Anna should use Regenerating Night Face Cream

For full coverage, Anna should use the Bepanthen® Derma Gentle Cleansing Face Wash

Like all Bepanthen® Derma products, **both creams and washes are free from fragrance, preservatives and colorants**, and the wash is soap-free and specially formulated for dry skin





Elisabeth – which product is her best option?

Elisabeth suffers from very dry and rough skin

Recommendation

Due to her job Elisabeth spends **most of her time indoors**

Regenerating Night Face Cream contains the **highest level of lipids and is specially formulated for 'very dry and rough skin'**. It has the highest concentration of dexpanthenol repair complex, and is the ideal choice for Elisabeth

For coverage during the day, Elisabeth should use **Replenishing Daily Face Cream** to supplement the night cream

For full coverage, Elisabeth should use the Bepanthen® Derma Gentle Cleansing Face Wash, which is **soap-free and specially formulated for dry skin**





Lola – which product is best for her?

Lola suffers from regular episodes of dry and sensitive skin

Recommendation

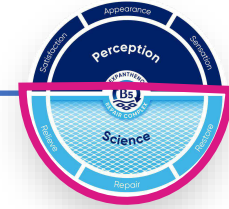
Due to her job Lola spends **most of her time outdoors**

For this reason, Lola would **benefit from the Restoring Daily Face Cream with SPF25, designed for ‘dry and sensitive skin’**. It contains dexpanthenol repair complex and lipids to soothe and repair dry skin, and with SPF25 has the extra benefit that it will protect her skin from UV damage

For overnight repair, Lola should use **Regenerating Night Face Cream**

For full coverage, Lola should use the Bepanthen® Derma Gentle Cleansing Face Wash, which is **soap-free and specially formulated for dry skin**



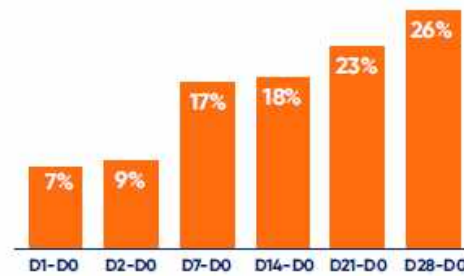


Bepanthen® Derma Restoring Daily Face Cream with SPF25 efficacy has been demonstrated across three levels of evidence



Relieves dryness through increased hydration

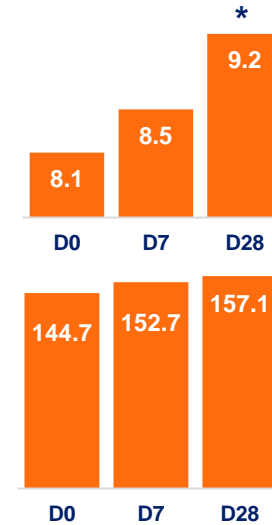
% of hydration rate improvement from baseline



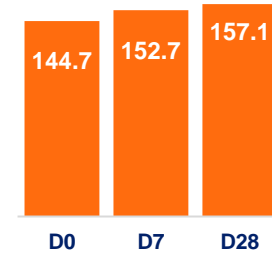
Skin hydration increased significantly immediately after single application up to 48 hours, and continued to increase up to Day 28 with daily application

Repairs skin barrier through increased lipid levels

Cholesterol content (µg/mg protein)



FFAs content (µg/mg protein)

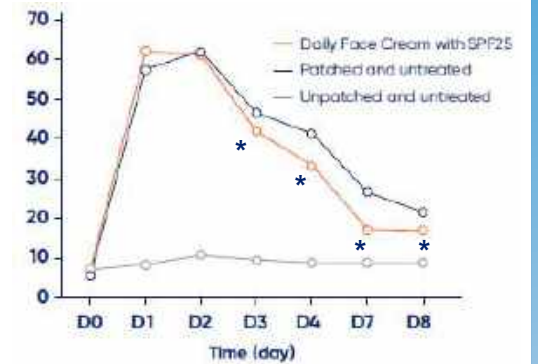


*Significant vs baseline.

Significant increase in cholesterol and non-significant increase in free fatty acid levels in the stratum corneum vs baseline

Restores the skin barrier

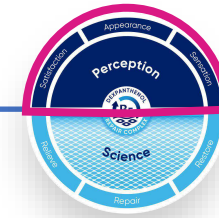
Mean TEWL (g/m²/h)



*Significant vs untreated.

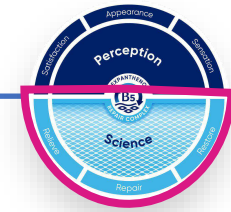
Once-daily treatment with Restoring Daily Face Cream with SPF25 for 8 days resulted in significantly greater skin repair versus no treatment on damaged skin





Bepanthen® Derma Restoring Daily Face Cream with SPF25 efficacy has been demonstrated across three levels of assurance



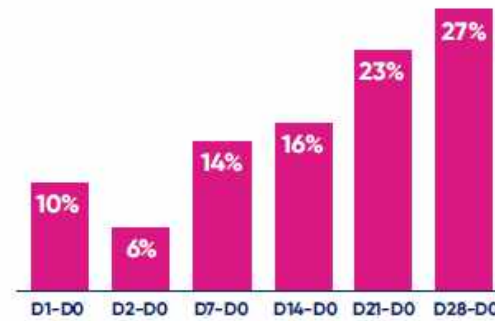


Bepanthen® Derma Replenishing Daily Face Cream efficacy has been demonstrated across three levels of evidence



Relieves dryness through increased hydration

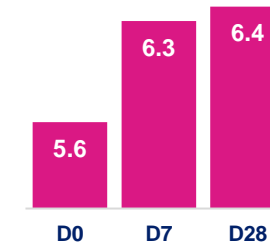
% of hydration rate improvement from baseline



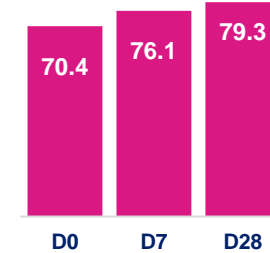
Skin hydration increased significantly immediately after single application up to 48 hours, and continued to increase up to Day 28 with daily application

Repairs skin barrier through increased lipid levels

Cholesterol content (µg/mg protein)



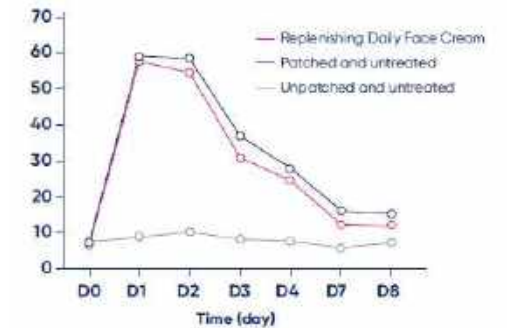
FFAs content (µg/mg protein)



Increased lipid levels in the stratum corneum

Restores the skin barrier

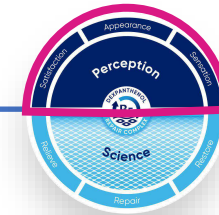
Mean TEWL (g/m²/h)



*Significant vs untreated.

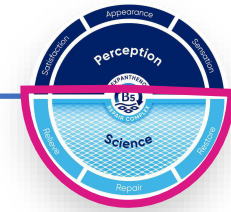
Once-daily treatment with Replenishing Daily Face Cream for 8 days resulted in significantly greater skin repair versus no treatment on damaged skin





Bepanthen® Derma Replenishing Daily Face Cream efficacy has been demonstrated across three levels of assurance





Bepanthen® Derma Regenerating Night Face Cream efficacy has been demonstrated across three levels of evidence



Relieves dryness through increased hydration

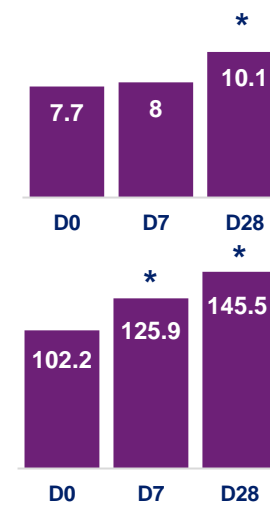
% of hydration rate improvement from baseline



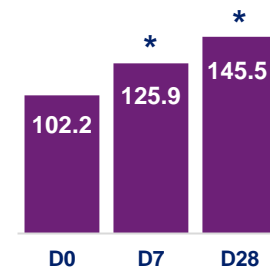
Skin hydration increased significantly immediately after single application up to 48 hours, and continued to increase up to Day 28 with daily application

Repairs skin barrier through increased lipid levels

Cholesterol content (µg/mg protein)



FFAs content (µg/mg protein)

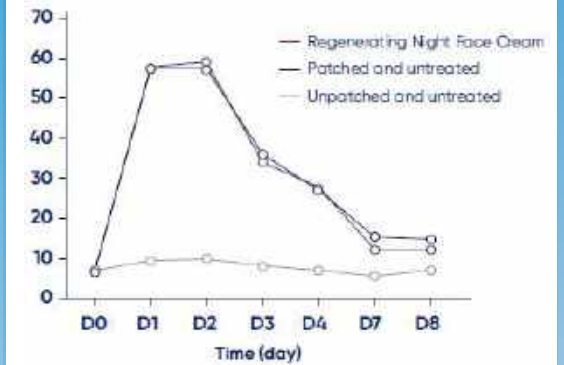


*Significant vs baseline

Increased lipid levels in the stratum corneum

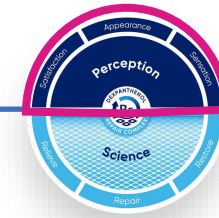
Restores the skin barrier

Mean TEWL (g/m²/h)



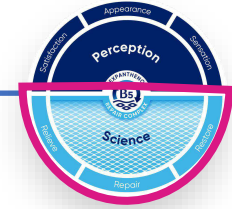
*Significant vs untreated

Significantly greater skin barrier restoration vs no treatment, as demonstrated in decrease in TEWL values



Bepanthen® Derma Regenerating Night Face Cream efficacy has been demonstrated across three levels of assurance



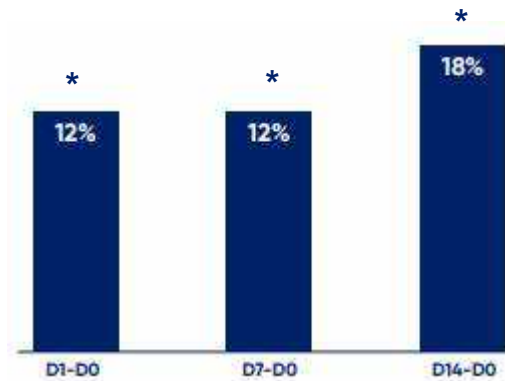


Bepanthen® Derma Gentle Face Cleanser efficacy has been demonstrated across three levels of evidence



Relieves through increased hydration

% of hydration rate improvement from baseline

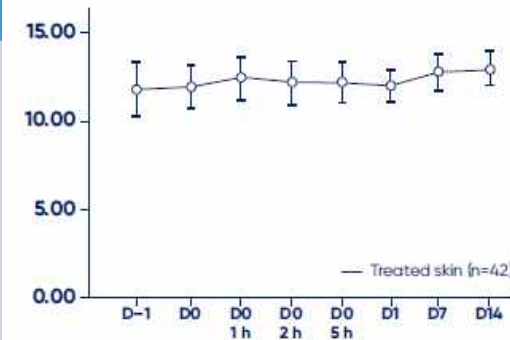


*Significant vs baseline.

Skin hydration on the face increased significantly immediately after single use and continued to increase up to Day 14 with daily use

Maintains skin barrier integrity

Mean TEWL (g/m²/h)

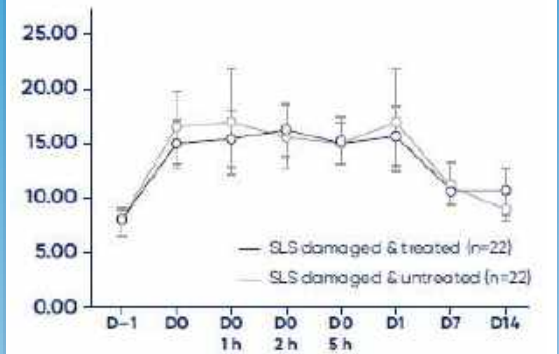


*Significant vs baseline.

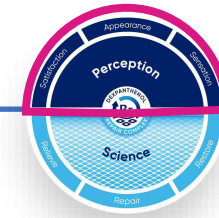
TEWL values showed no significant difference after 14 days of once-daily application, demonstrating that the wash did not harm the skin but maintained skin barrier integrity

Restores the skin barrier

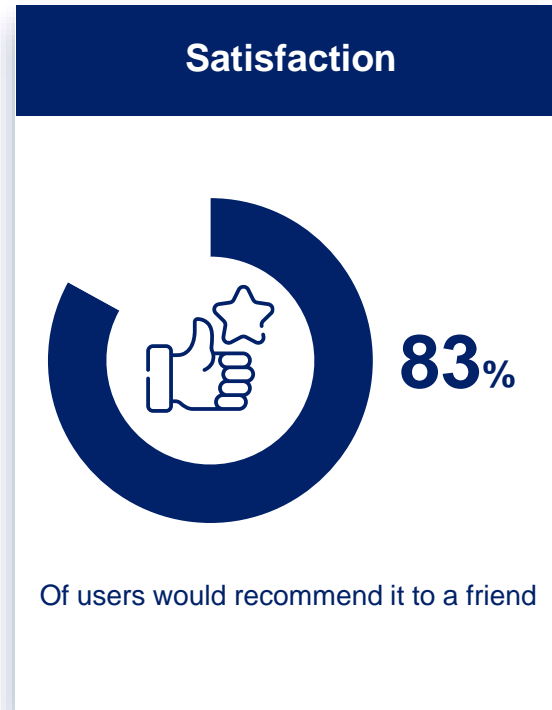
Mean TEWL



After 14 days of treatment, there was no significant difference in TEWL values for skin treated with Gentle Face Wash compared with pre-damaged skin, indicating a restoration of skin barrier function



Bepanthen® Derma Gentle Face Cleanser efficacy has been demonstrated across three levels of assurance





Why recommend Bepanthen® Derma?



All products **scored highly** across three domains of **patient perception**



Up to **90%** found the products immediately soothed and calmed their itchy skin



Up to **98%** found the products immediately relieved the tightness associated with dry skin



Up to **93%** of users said that the Product visibly reduced flaky skin and dry patches



A comprehensive range that includes **moisturising** and **cleansing products** for face and body, to cover all your patients' **dry skin needs**



Bepanthen® Derma includes moisturisation and cleansing for face and body, and covers all your patients' dry skin needs

<p>Restoring Daily Face Cream with SPF25</p> <p>FOR USE ON: DRY AND SENSITIVE SKIN</p>	<p>Replenishing Daily Moisture Face Cream</p> <p>FOR USE ON: VERY DRY AND SENSITIVE SKIN</p>	<p>Regenerating Night Face Cream</p> <p>FOR USE ON: VERY DRY AND ROUGH SKIN</p>	<p>Restoring Daily Body Lotion</p> <p>FOR USE ON: DRY AND SENSITIVE SKIN</p>	<p>Replenishing Daily Body Lotion</p> <p>FOR USE ON: VERY DRY AND SENSITIVE SKIN</p>	<p>Intense Repairing Body Balm</p> <p>FOR USE ON: VERY DRY AND FLAKY SKIN</p>	<p>Gentle Body Cleanser Daily Wash Gel</p> <p>FOR USE ON: DRY AND SENSITIVE SKIN</p>	<p>Gentle Face Cleanser Daily Wash Gel</p> <p>FOR USE ON: DRY AND SENSITIVE SKIN</p>
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Why should I believe that Bepanthen® Derma is suitable for all my patients?



Dry skin can be caused by a number of factors. It can be triggered by **environmental factors, such as sudden changes in weather, air conditioning, or low humidity and low temperatures.** It can also be triggered by other factors such as smoking, cosmetics and hormonal imbalance



Unlike many traditional dry skin treatments, the entire Bepanthen® Derma range has **undergone rigorous assessment and evaluation in 14 clinical studies** involving over **470 patients, aged between 18 and 65, and from different ethnicities**



The Bepanthen® Derma range **includes moisturisation and cleansing medicated skin care products** for face and body for your patients suffering with dry skin





Many of my dry skin patients are older. I don't trust Bepanthen® Derma on their delicate skin

01 ...

Aging has been associated with changes in skin barrier function that can lead to dry skin.

Addressing xerosis is an integral part of maintaining skin integrity in older people, as it can increase their susceptibility to disease

02 ...

The entire Bepanthen® Derma range has **undergone rigorous assessment and evaluation in 14 clinical studies** involving over 470 patients, aged between 18 and 65, and from different ethnicities

03 ...

In all studies it was proven effective – increasing skin hydration, lipid levels in the skin, and supporting skin repair following skin damage

04 ...

It also scored very **highly in all domains of patient perception**

05 ...

The Bepanthen® Derma range includes moisturisation and cleansing medicated skin care products for face and body of patients suffering with dry skin due to underlying factors



Patient perception of a product isn't important.
What's important is that the products work



Subjects experience the **efficacy of products through perceptual aspects**, such as skin hydration, smoothness, softness, as well as hydration, reduced flakiness, itch, and roughness



It has been shown that their positive experience of the 'Sensation', 'Appearance' and 'Satisfaction' with the product will **increase their likelihood to remain compliant**



Most subjects who took part in the Bepanthen® Derma **In-Home Use Studies (up to 95%)** said that they **would like to continue using Bepanthen® Derma regularly daily**





04

PREFERENCE
STAGE

Moving Dermatologists up the adoption path



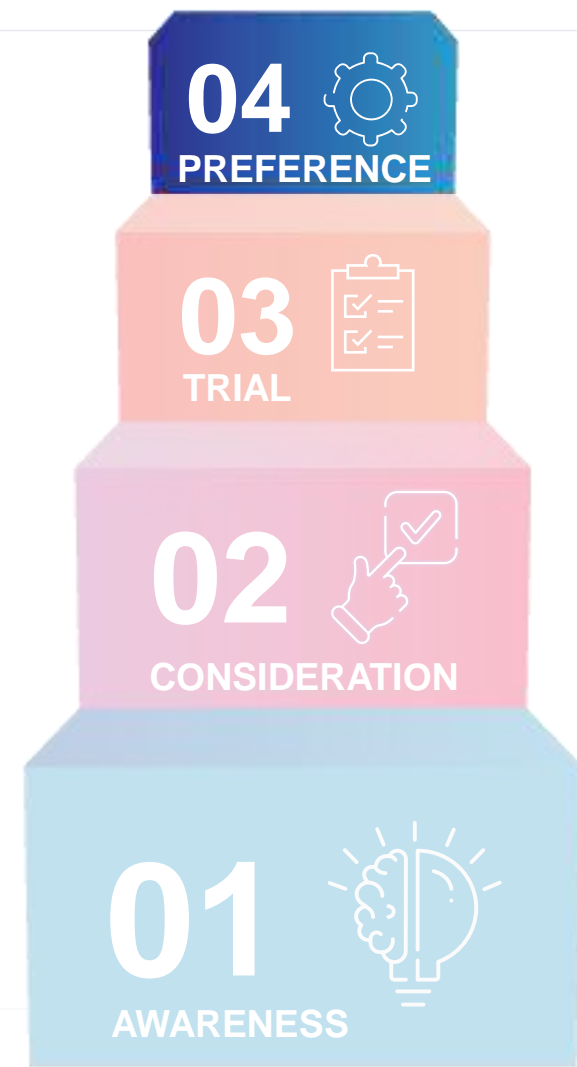
At this detailing stage, **we assume that Dermatologists are satisfied with the results attained with Bepanthen® Derma** in certain patients with dry skin, but still choose an alternative in those with comorbid conditions – such as diabetes



We want them to further broaden the range of patients to whom they recommend Bepanthen® Derma by introducing a Bepanthen® Derma patient profile focused on diabetes, presenting the clinical evidence for the efficacy of the range even in those who require special attention due to comorbidities



In this preference stage, **we will focus the detailing on the clinical data that supports the efficacy** of Bepanthen® Derma in the presence of diabetes and the high rate of satisfaction of these patients



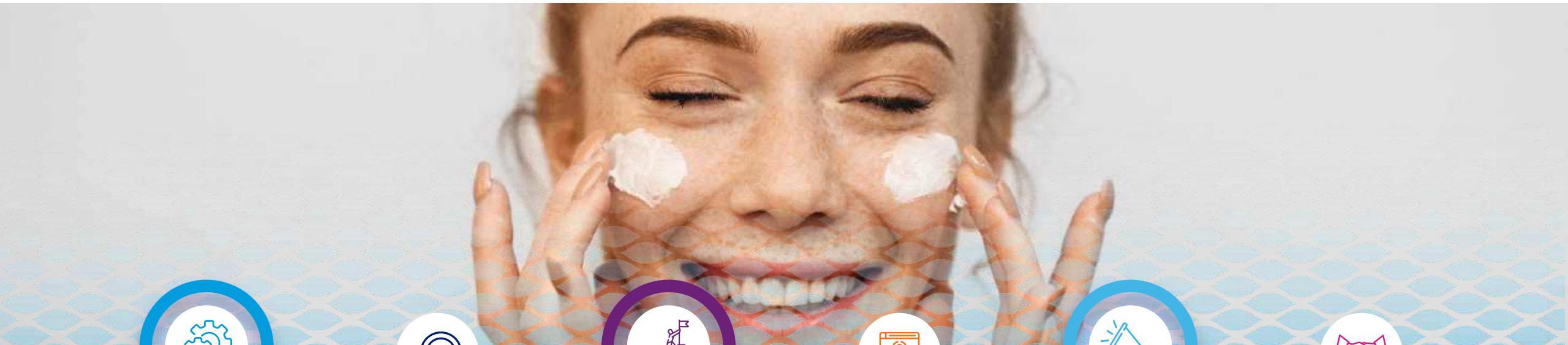
Moving Dermatologists up the adoption path

DERMATOLOGIST THINKS

MEDICAL REP SAYS

<p>Target: Aware</p>	<p>I already have certain dry skin products that I recommend to my patients with xerosis. What makes your new range different?</p>	<p>Bepanthen® Derma has a unique formulation that restores normal epidermal differentiation, the root cause of xerosis, thereby offering not only immediate relief from symptoms but also lasting moisturisation”</p>	<p>Message to drive Aware</p>
<p>Now: Aware Target: Consider</p>	<p>I want to recommend something that goes beyond moisturisation and will genuinely improve my patients’ xerosis</p>	<p>The Bepanthen® Derma range has been clinically proven to increase skin hydration and barrier function and includes face creams, body lotions and cleansing washes to cover all dry skin needs</p>	<p>Message to drive Consider</p>
<p>Now: Consider Target: Trial</p>	<p>I know Bepanthen® Derma is a good option for my patients who get xerosis due to environmental factors, but what about my other patients, whose xerosis is triggered by other factors?</p>	<p>I understand that there are many factors underlying xerosis. Whatever the cause, Bepanthen® Derma effectively treats all levels of xerosis. And comes very highly rated by patients</p>	<p>Message to drive Trial</p>
<p>Now: Trial Target: Preference</p>	<p>I am recommending Bepanthen® Derma for many of my dry skin patients, but I tend to recommend other emollients for my patients with comorbidities</p>	<p>I understand that patients with comorbidities need special attention. The Bepanthen® Derma range has been tested thoroughly, including on diabetic skin, where it was clinically proven to be effective, and highly rated by patients</p>	<p>Message to drive Preference</p>

Detailing the Preference stage



**JOB TO
BE DONE**



**INSIGHT &
BENEFIT**



**REASONS TO
BELIEVE**



**PATIENT
PROFILES**



**CALL TO
ACTION**



**OBJECTION
HANDLING**



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

COMMUNICATION OBJECTIVE



Promote preference of Bepanthen® Derma over others, even in **patients with important comorbidities**

JOB TO BE DONE



GET dermatologists who are currently using Bepanthen® Derma TO recommend Bepanthen® Derma even in **patients who require special attention due to comorbidities BY adding more levels of clinical evidence AND** levels of patient satisfaction underpinning Bepanthen® Derma in the presence of diabetes

CURRENT BEHAVIOUR



This dermatologist is currently considering **Bepanthen® Derma for most of their patients with dry skin**

PREFERENCE

This dermatologist will also consider Bepanthen® Derma to **help patients who have dry skin** in the presence of comorbidities

DESIRED BEHAVIOUR





We need an engaging hook and clear benefit with supporting messages

> HCP INSIGHT

[To be defined by the countries]

Did you know that skin changes, and particularly dry skin, may be the **first sign of diabetes in undiagnosed patients?**¹

Did you know **high blood glucose negatively affects skin homeostasis?**²

Did you know that, in patients with diabetes, **neglected dry skin may lead to infections and severe**, sometimes life-threatening complications?²

Did you know that the Bepanthen® Derma body range has been **tested specifically in patients with diabetes**, with high levels of efficacy and patient satisfaction?

For your patients with special dry skin needs, such as those with diabetes, Bepanthen® Derma soothes itchy dry skin, **reinforces the skin barrier integrity, and provides immediate and lasting moisturisation**

1. Bepanthen® Derma has been clinically proven to **increase skin hydration in patients with diabetes** who also suffer from dry skin

2. The Bepanthen® Derma **body range has been shown to drastically reduce**, and in certain cases eliminate itch in patients with diabetes

3. Bepanthen® Derma has been demonstrated to help **reinforce the skin barrier integrity**

4. Bepanthen® Derma is **highly rated among users**: the skin of patients with diabetes felt soft and flexible with daily use, and up to 100% of those involved in our dedicated study would recommend the product to a friend

> HOOK

> BENEFIT

> RTBs



The Bepanthen® Derma range has undergone rigorous assessment and evaluation



The Bepanthen® Derma Wheel highlights **three domains of scientific evidence**, and three domains of patient perception



All products have had their **clinical efficacy** demonstrated through open-label, in-home use studies under dermatological control – **involving over 470 patients**



The products were also assessed by **all subjects who took part in the in-home use studies**, who completed a 7-point subjective evaluation questionnaire with 49 questions to demonstrate patient satisfaction



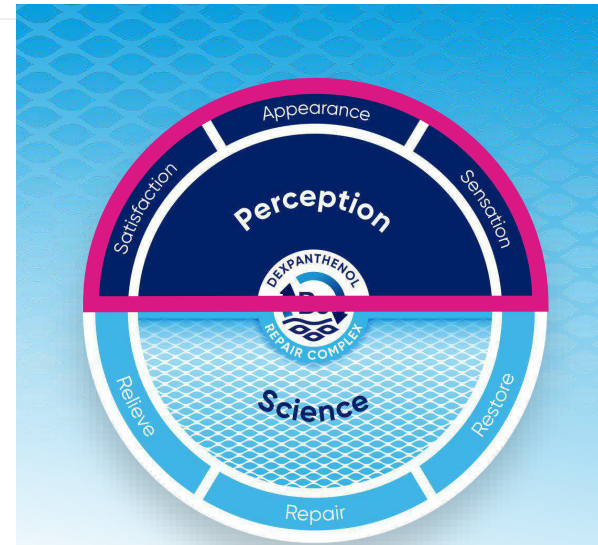
In addition, **efficacy and levels of satisfaction of the Bepanthen® Derma Body** range have been assessed in three dedicated studies involving 120 patients with diabetes



The efficacy and acceptability of the Bepanthen® Derma Body range has been demonstrated across three evidence domains and three domains of perception in patients with diabetes



- 01 **Relieving and moisturising** – significant increase in hydration levels
- 02 **Reducing itch** – reduced pruritus to almost undetectable levels
- 03 **Restoring the skin barrier** – reduction of TEWL in damaged skin



- 01 **Appearance** – most users found that the products reduced flakiness, dry patches and sensitivity, and left their skin looking radiant and feeling smooth
- 02 **Sensation** – most users said that the products made their skin feel immediately moisturised
- 03 **Satisfaction** – Up to 100% of users would recommend the products to a friend





Consider Irene

- > **28-year-old, engaged**
- > She was diagnosed with type 1 diabetes at age 14: since then, she has experienced increasingly frequent episodes of **very dry and itchy skin**
- > She is **aware that skin complications are correlated with her condition**, and is concerned that they may worsen in the future
- > Her day-to-day life is busy, juggling a fledgling career with planning her wedding and her future family life, and **she fears that her condition will flare up due to stress**
- > She is quick to act when her skin flares up, **always seeking the advice of a healthcare professional**, and has tried a lot of products
- > She is looking for a treatment that has been proven effective in other patients with her condition, to **improve her dry skin and prevent further complications**



Dry skin and diabetes



Consider Irene

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- > She was diagnosed with type 1 diabetes at age 14: since then, she has experienced increasingly frequent episodes of **very dry and itchy skin**
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Dry skin and diabetes

Cutaneous infections and dry skin are very common in patients with diabetes: high blood glucose eventually results in collagen alterations, reducing its flexibility, and deeply affecting the skin homeostasis¹

If neglected, **dry skin may lead to infections and severe**, sometimes life-threatening complications¹

For these reasons, **appropriate skin care, and particularly skin hydration, are essential** to avoid worsening and progression of skin lesions in patients with diabetes¹

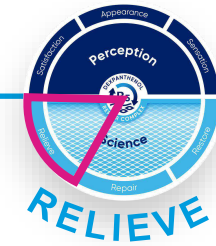




WHAT ARE **IRENE'S NEEDS** THAT WE NEED TO ADDRESS?

For Irene, we will focus on the **benefits that the Bepanthen® Derma Body Lotions can bring to her,** as these were specifically tested on diabetic skin



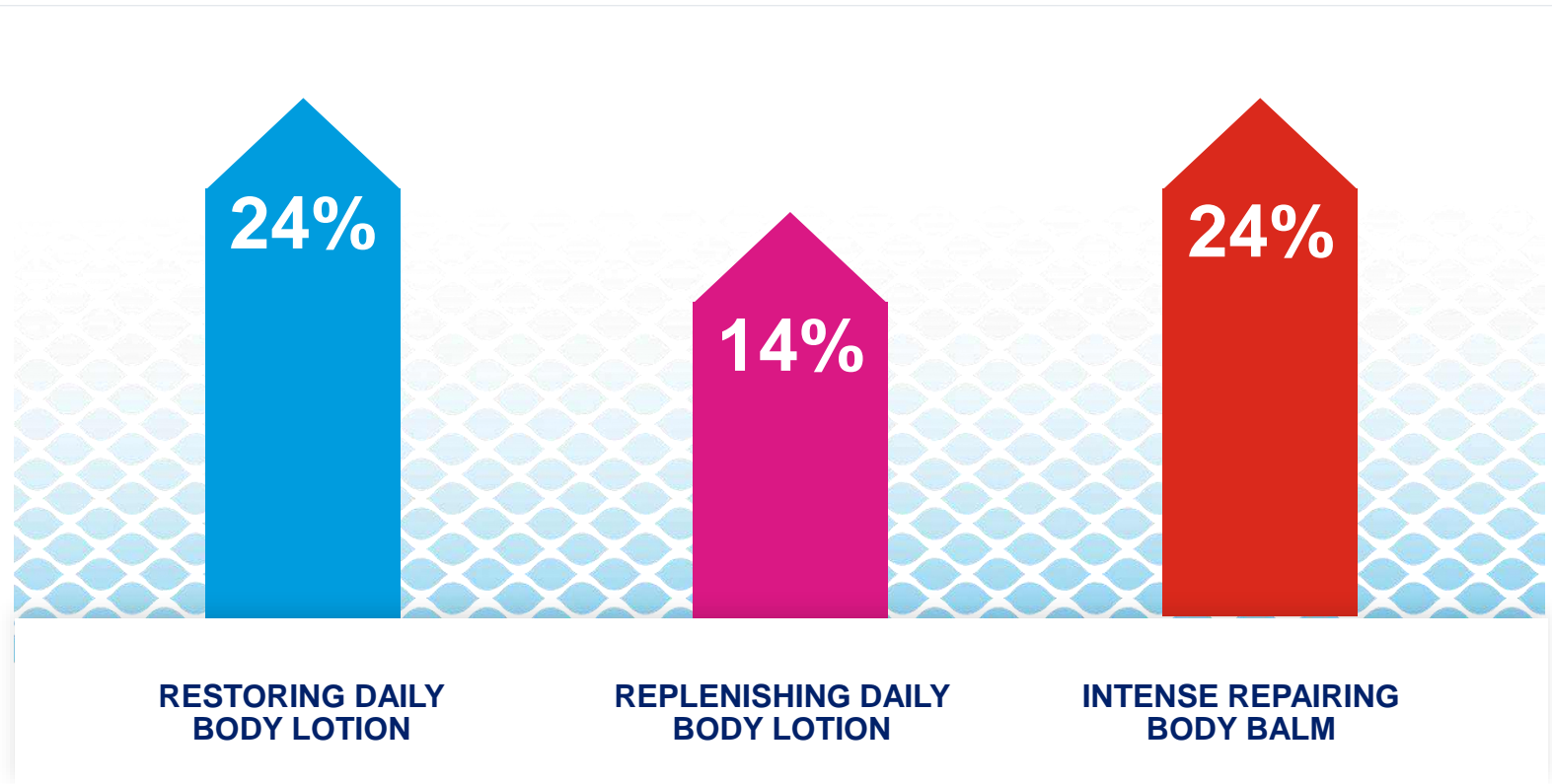


Bepanthen® Derma Body Products significantly increased skin hydration in patients with diabetes

After 14 days each showed a significant increase in skin hydration by...



Each of the products tested demonstrated a **significant increase in skin hydration** over 14 days in patients with diabetes





Skin hydration rates in diabetes: Bepanthen® Derma

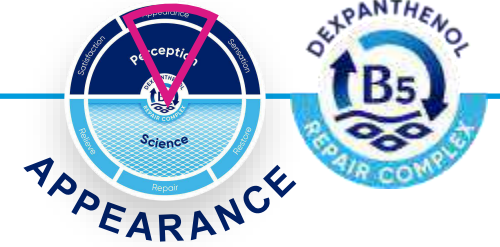
ONCE-DAILY APPLICATION FOR 14 DAYS

PRODUCT	INCREASE AFTER 14 DAYS	% INCREASE AFTER 14 DAYS	P-VALUE (D14-D0)	No. OF SUBJECTS
Restoring Daily Body Lotion	+6.92 AU	+24%	<0.0001*	40
Replenishing Daily Body Lotion	+4.70 AU	+14%	0.0004*	40
Intense Repairing Body Balm	+7.30 AU	+24%	<0.0001*	40

*Significant vs baseline.

AU, arbitrary unit.





The Body Products reduced roughness and flakiness and made skin less reactive in patients with diabetes



THE PRODUCT VISIBLY REDUCED PATCHES OF ROUGH SKIN



THE PRODUCT VISIBLY REDUCED FLAKY SKIN AND DRY PATCHES



THE PRODUCT VISIBLY REDUCED SIGNS OF CRACKED, CHAPPED SKIN



THE PRODUCT MADE MY SKIN LESS REACTIVE



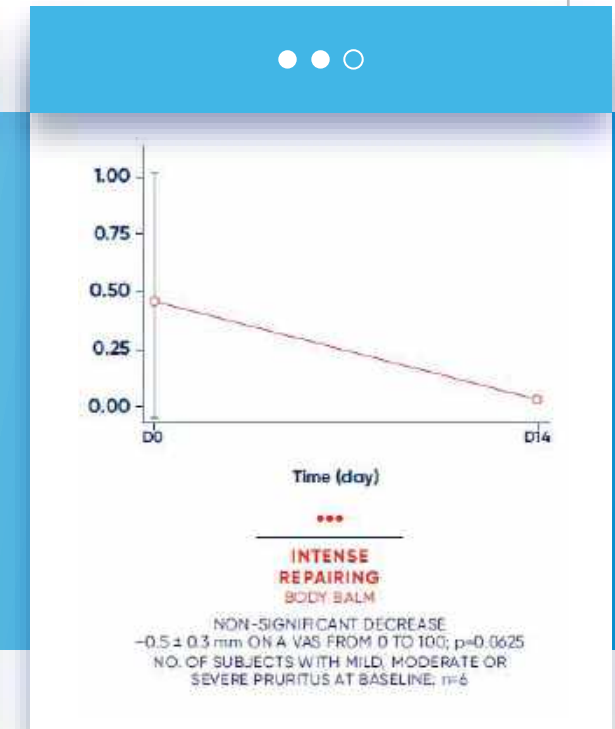
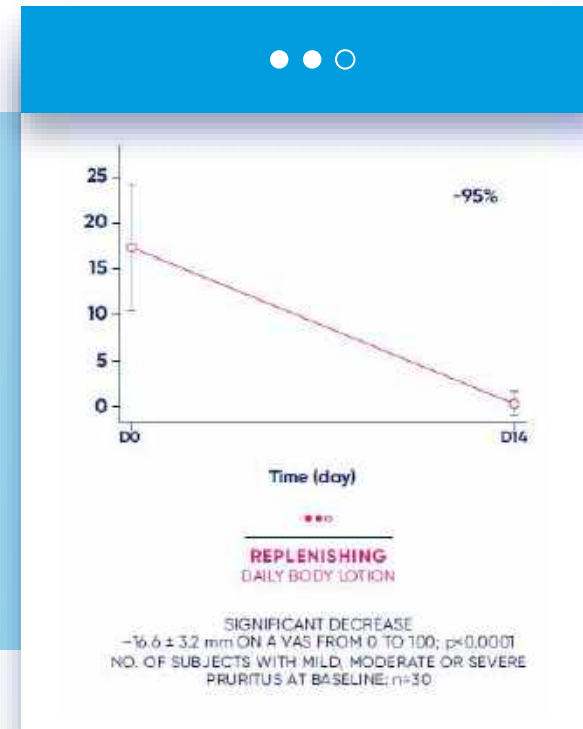
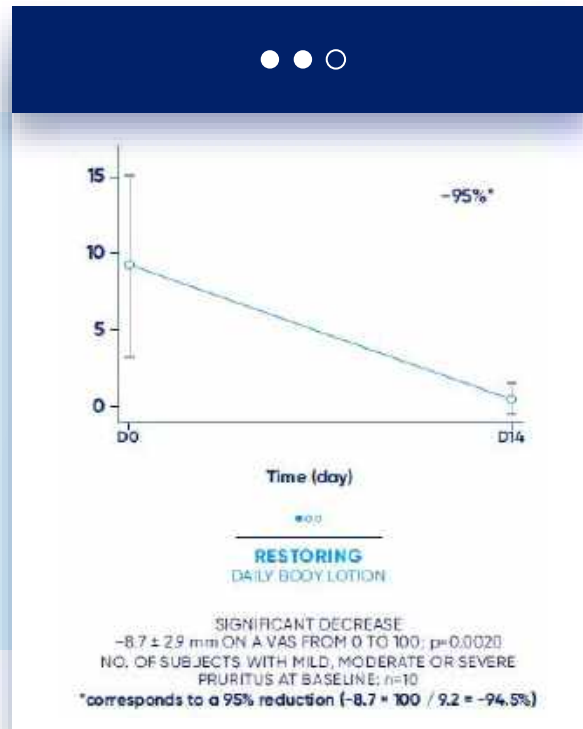


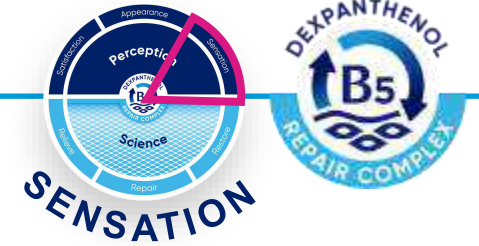
Bepanthen® Derma Body Products reduced itch as measured by visual analogue scale by subjects

TEWL values (g/m²/h)



All of the Bepanthen® Derma Body Products reduced itch over 14 days in patients with diabetes





Patients with diabetes reported a significant reduction in the urge and need to scratch

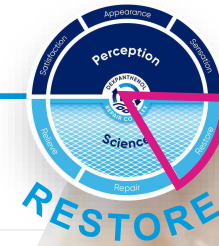


THE PRODUCT RELIEVED MY URGE TO SCRATCH



THE PRODUCT REDUCED MY NEED TO SCRATCH





The skin barrier acts as a regulator in skin water balance



When the **skin barrier is damaged**, the water exchange regulation system becomes destabilised. This means that water migrates more easily to the outside environment, **increasing transepidermal water loss (TEWL)**



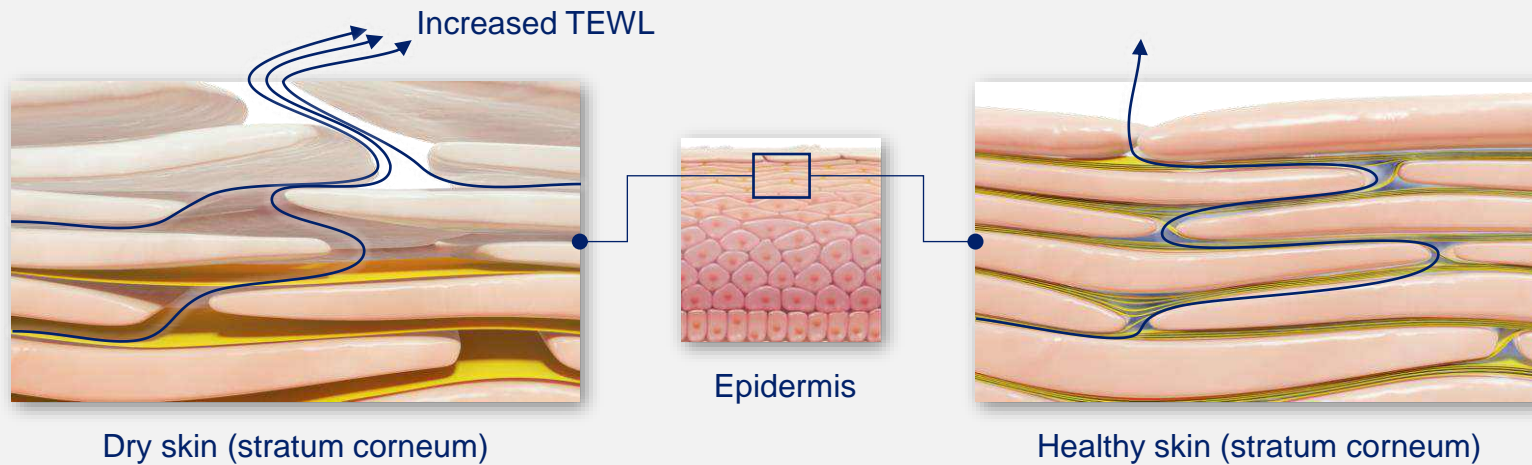
As TEWL increases, the moisture content of the **stratum corneum** falls even more, and barrier function become **further impaired**



If the condition of the **skin barrier improves**, TEWL decreases as the **water exchange regulation mechanism** recovers its **balance**



Measuring TEWL is therefore a good **indicator** of skin barrier function

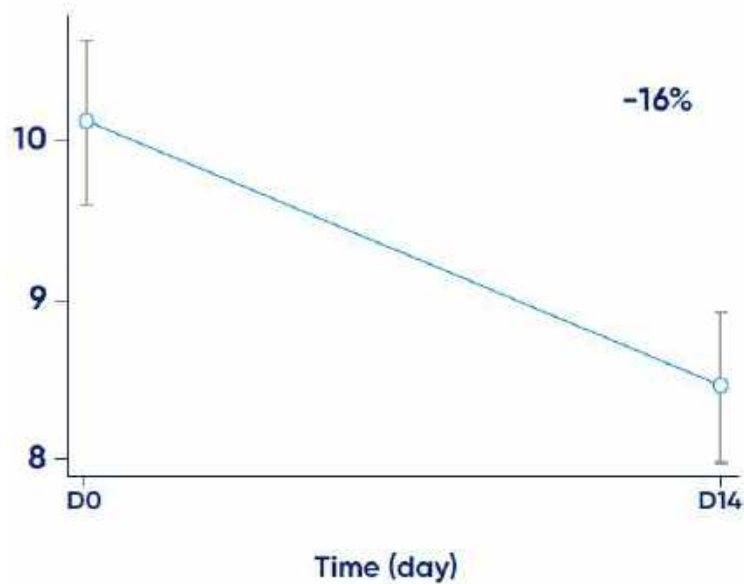




Bepanthen® Derma Restoring Daily Body Lotion reinforced skin barrier integrity

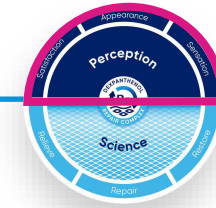
In patients with diabetes, daily product application resulted in reduced TEWL, indicating a reinforcement of the skin barrier integrity*

TEWL values (g/m²/h – mean ± 95% CI)



TEWL (g/m ² /h)	D0	D14	D14 – D0
N (miss)	40 (0)	39 (1)	39 (1)
Mean (SD)	10.13 (1.65)	8.46 (1.51)	-1.68 (1.14)
SEM	0.26	0.24	0.18
Median	9.92	8.19	-1.86
Min; max	6.67; 13.35	6.14; 11.95	-3.85; 0.23
P-value			<0.0001

*Effect on skin barrier (TEWL) results for Replenishing Daily Body Lotion and Intense Repairing Body Balm are not presented due to a probe defect in these studies that made the data not exploitable.



Bepanthen® Derma Body Products made skin feel soft and flexible in patients with diabetes



THE PRODUCT LEFT THE SKIN FEELING SOFT

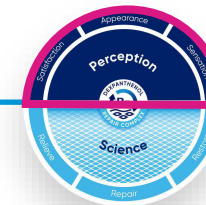


THE PRODUCT LEFT THE SKIN FEELING SMOOTH AND SUPPLE



THE PRODUCT LEFT THE SKIN FEELING FLEXIBLE





Patients with diabetes were highly satisfied with Bepanthen® Derma Body Products and would recommend them to a friend



THE PRODUCT PROVIDED THE PERFECT DAILY SKIN CARE FOR THEIR SKIN TYPE



THE PRODUCT WAS MORE APPROPRIATE FOR THEIR SKIN THAN ANY PRODUCTS THEY HAD USED PREVIOUSLY



WOULD LIKE TO CONTINUE USING THE PRODUCT DAILY



WOULD RECOMMEND THE PRODUCT TO A FRIEND





Bepanthen® Derma includes moisturisation and cleansing for face and body, and covers all your patients' dry skin needs





Recommendation



Body lotions differentiation matrix



	DRY AND SENSITIVE SKIN	VERY DRY AND SENSITIVE SKIN	VERY DRY AND FLAKY SKIN
--	------------------------	-----------------------------	-------------------------

DEXPANTHENOL REPAIR COMPLEX

	Restoring Daily Body Lotion	Replenishing Daily Body Lotion	Intense Repairing Body Balm
	● ○ ○	● ● ○	● ● ●
Glycerine Humectant – restores water	●	● ●	● ●
Shea butter, argan oil, squalane Non-physiological lipids – substitute lost natural lipids	●	● ●	● ● ●
Isopropyl isostearate Physiological lipid – aids reconstruction of lipid bilayer	●	●	● ●
Niacinamide Soothing agent – soothes itchy dry skin	●	●	● ●
Dexpanthenol Multifunctional component – enhances epidermal differentiation	●	●	●





Irene – which product is best for her?

Irene suffers from regular episodes of very dry and sensitive skin

Recommendation

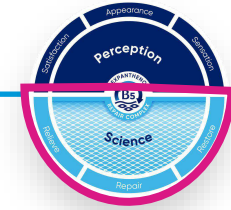
All three Bepanthen® Derma Body Products have been **tested on diabetic skin**

The **Replenishing Body Lotion is specially formulated for 'very dry and sensitive skin'**. It contains medium concentration of dexpanthenol repair complex and lipids

It has also **demonstrated the highest levels of itch reduction** in patients with diabetes

Irene would benefit from **daily application of the Replenishing Body Lotion on her dry skin, to reduce the urge to scratch, prevent further damage and promote skin barrier repair**



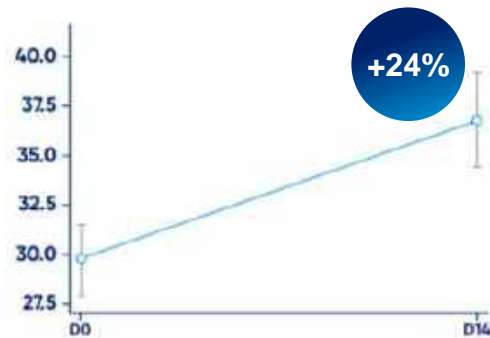


Bepanthen® Derma Restoring Daily Body Lotion efficacy has been demonstrated across three levels of evidence in patients with diabetes



Significant increase in hydration

Hydration rate, AU (mean ± 05% CI)

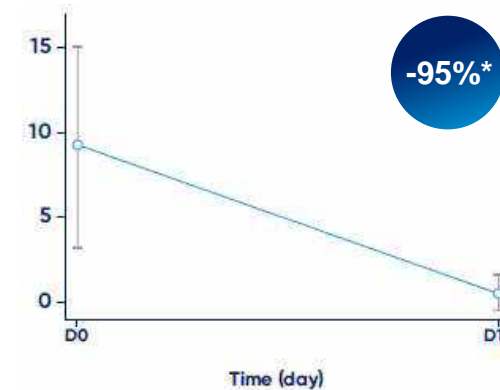


*Significant vs baseline.

Skin hydration increased significantly up to Day 14 with daily application

Reduces, and in most cases eliminates pruritus

Mean pruritus score, VAS (mm) (mean ± 95% CI)

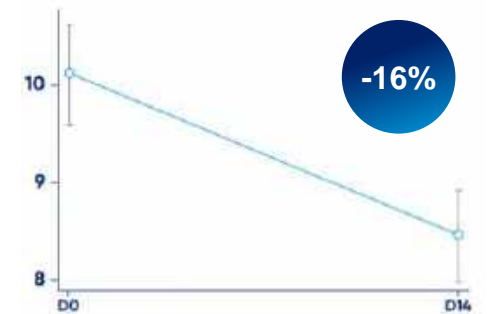


*Significant decrease.

Almost all patients reported no pruritus after 14 days of daily use

Restores the skin barrier

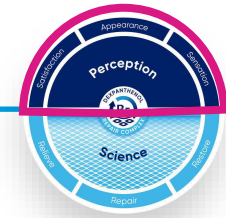
Tewameter measurements (mean ± 95% CI)



*Significant decrease vs baseline.

After 14 days of treatment, there was a significant reduction in TEWL values vs baseline, indicating an improvement of skin barrier integrity





Bepanthen® Derma Restoring Daily Body Lotion efficacy has been demonstrated across three levels of assurance in patients with diabetes

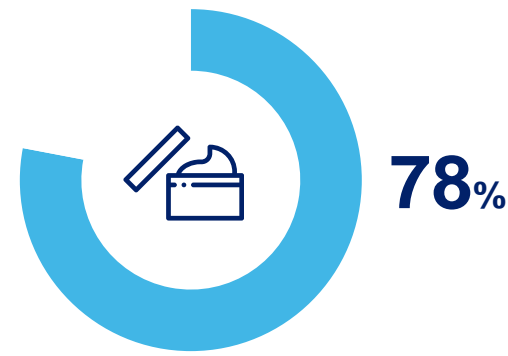


Satisfaction



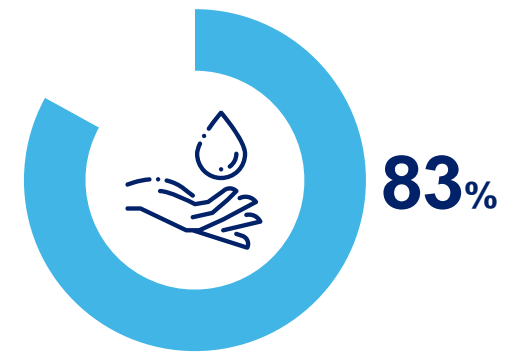
Of users would recommend it to a friend

Appearance



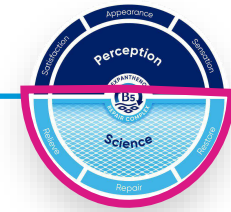
Of users said that the product visibly reduced signs of cracked, chapped skin

Sensation



Of users said that the product soothed and calmed their itchy dry skin as soon as it was applied



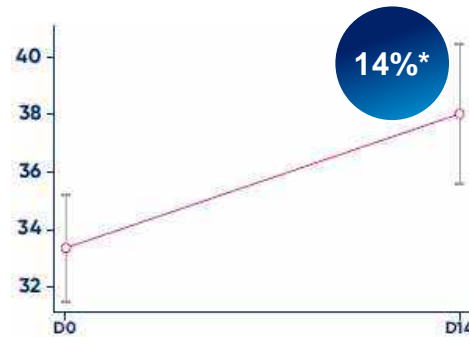


Bepanthen® Derma Replenishing Daily Body Lotion efficacy has been demonstrated across two levels of evidence in patients with diabetes



Relieves dryness through increased hydration

Hydration rate, AU (mean ± 95% CI)

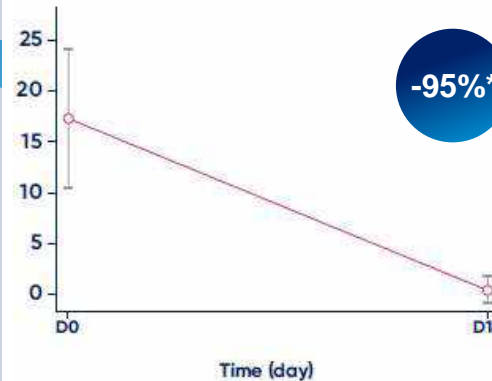


*Significant vs baseline.

Skin hydration increased significantly up to Day 14 with daily application

Reduces, and in most cases eliminates pruritus

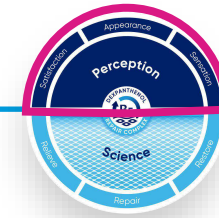
Mean pruritus score, VAS (mm) (mean ± 95% CI)



*Significant decrease.

Almost all patients reported no pruritus after 14 days of daily use

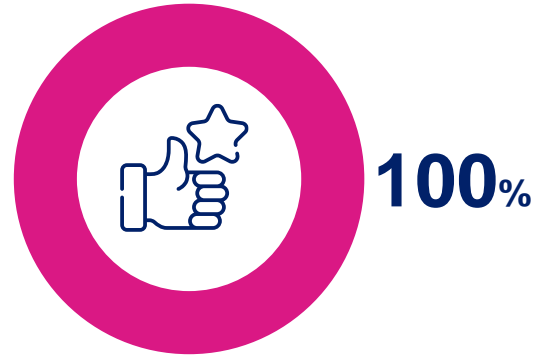




Bepanthen® Derma Replenishing Daily Body Lotion efficacy has been demonstrated across three levels of assurance in patients with diabetes

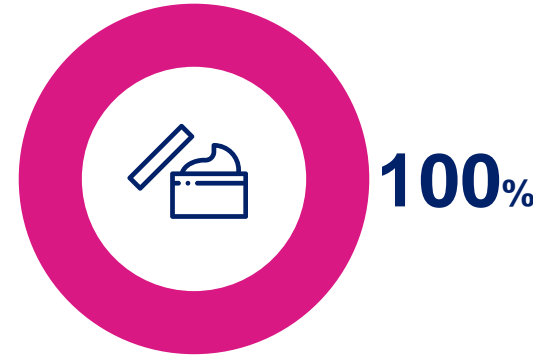


Satisfaction



Of users would recommend it to a friend

Appearance



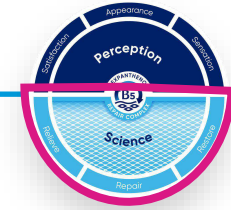
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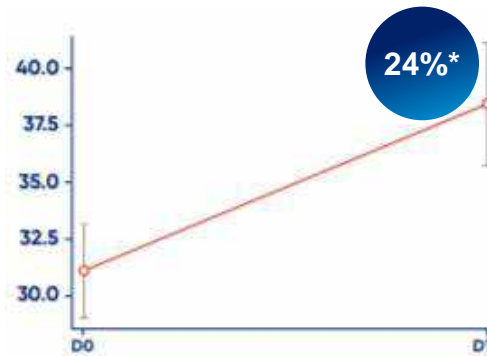


Bepanthen® Derma Intense Repairing Body Balm efficacy has been demonstrated across three levels of evidence in patients with diabetes



Relieves dryness through increased hydration

Hydration rate, AU (mean ± 95% CI)

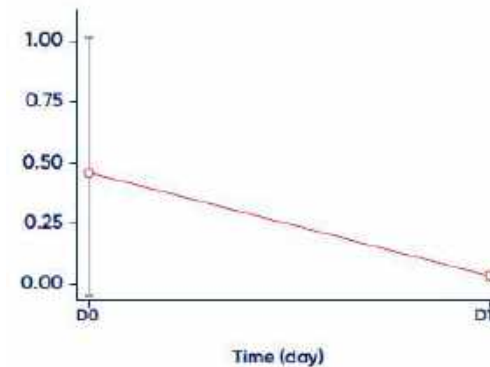


*Significant vs baseline.

Skin hydration increased significantly up to Day 14 with daily application

Reduces, and in most cases eliminates pruritus

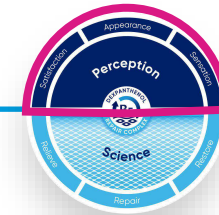
Mean pruritus score, VAS (mm) (mean ± 95% CI)



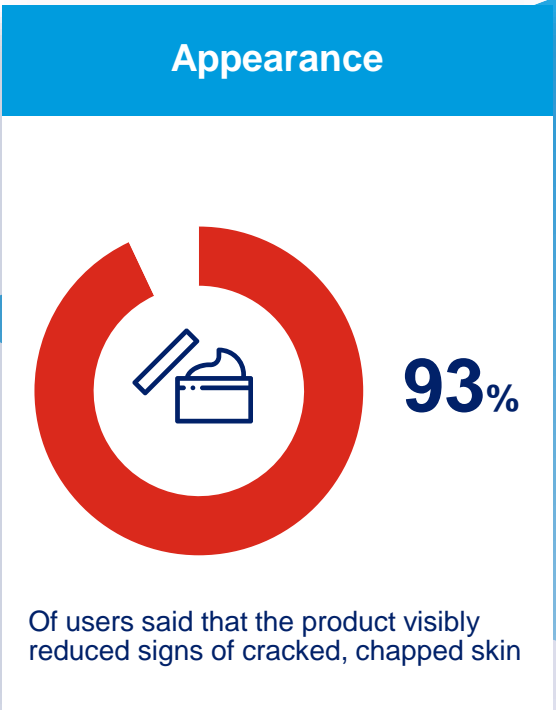
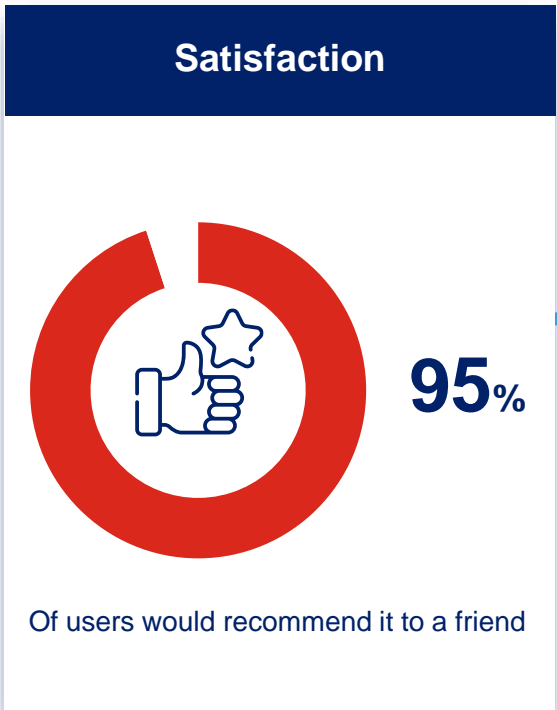
Although very few patients reported pruritus at the beginning of the study, of those who did, most reported no pruritus after 14 days of daily use

†TEWL values are from the Diabetes Study Report for the Restoring Daily Body Lotion, as a probe defect in the Diabetes Study for the Intense Repairing Body Balm meant the data were not exploitable.





Bepanthen® Derma Intense Repairing Body Balm efficacy has been demonstrated across three levels of assurance in patients with diabetes






Why recommend Bepanthen® Derma?



All products have been proven **effective** through rigorous **performance** assessment in **open-label**, in-home use studies under dermatological control – **14** clinical studies involving over **470** patients



-  Increases **skin hydration** by up to **72%***
-  Increases **lipid levels** by up to **42%†**
-  **Restoration** of TEWL in damaged skin compared to untreated control



The Bepanthen® Derma Body Range has been **tested** specifically in patients with **diabetes**, demonstrating **efficacy** even in the presence of an important **underlying pathology**

*Replenishing Daily Body Lotion increased hydration by 72% over 28 days.
†Regenerating Night Face Cream increased levels of free fatty acids by 42.4% over 28 days.



Restoring Daily Face Cream with SPF25

Replenishing Daily Face Cream

Regenerating Night Face Cream

Restoring Daily Body Lotion

Replenishing Daily Body Lotion

Intense Repairing Body Balm

Gentle Body Cleanser Daily Wash Gel

Gentle Face Cleanser Daily Wash Gel

FOR USE ON: DRY AND SENSITIVE SKIN

VERY DRY AND SENSITIVE SKIN

VERY DRY AND ROUGH SKIN

DRY AND SENSITIVE SKIN

VERY DRY AND SENSITIVE SKIN

VERY DRY AND FLAKY SKIN

DRY AND SENSITIVE SKIN

DRY AND SENSITIVE SKIN



SUMMARY



Summary of communication strategy

HCPs are very important in dry skin

- Dermatologists and pharmacists are the most important **influencers in the dry skin category**
- Dermatologists are the **most commonly consulted** HCPs in dry skin

The Communication Strategy for Dermatologists is structured according to the four stages in the adoption path:

- In the **'Awareness' stage**, the goal is to inform the dermatologist about the science underlying the formulation of Bepanthen® Derma
- In the **'Consideration' stage**, the goal is to encourage dermatologists who are currently recommending other dry skin products to consider the Bepanthen® Derma range for their patients with dry skin
- In the **'Trial' stage**, the goal is to encourage Dermatologists who are currently recommending Bepanthen® Derma to some of their dry skin patients, to expand the patient population they recommend the range to, based on patient profiles
- In the **'Preference' stage**, the goal is to encourage Dermatologists who are currently recommending Bepanthen® Derma for many of their patients to also recommend the range to their dry skin patients with comorbidities, such as diabetes



Summary of Bepanthen® Derma RTBs

- An **'inside-out approach'** to dry skin that addresses the underlying cause – impaired cell renewal process – is the most effective treatment
- Bepanthen® Derma contains a **unique combination of five key components** that relieve the symptoms of dry skin and support epidermal differentiation
- Bepanthen® Derma is **clinically proven to provide immediate and long-lasting skin hydration** in patients with dry skin
It has also been clinically proven to increase skin hydration in patients with diabetes who suffer from dry skin
- Bepanthen® has over **75 years of expertise** in medicated skin care and skin healing
- Bepanthen® Derma is **rated highly among users** who found that it rapidly reduces the visible signs of dry skin
- Bepanthen® Derma **increases lipid levels** in the stratum corneum
- Bepanthen® Derma helps **restore skin barrier function** following damage



BODY

FACE

Dry & sensitive

Very dry & sensitive

Very dry & flaky

Spends a lot of time indoors

Spends a lot of time outdoors

DRY & SENSITIVE

VERY DRY & SENSITIVE

VERY DRY & ROUGH

Restoring Daily Body Lotion



Restoring Daily Face Cream with SPF25



Replenishing Daily Body Lotion



Replenishing Daily Face Cream



Intense Repairing Body Balm



Regenerating Night Face Cream



Gentle Body Cleanser



Gentle Face Cleanser



Bepanthen®

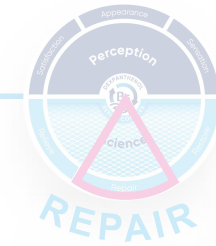
DERMA

POP-UPS





RTB 2: Increases Lipid Levels



Bepanthen® Derma Body Products increased lipid levels in the stratum corneum

ONCE-DAILY APPL

PRODUCT

Restoring Daily Body Lotion

Intense Repairing Body Balm

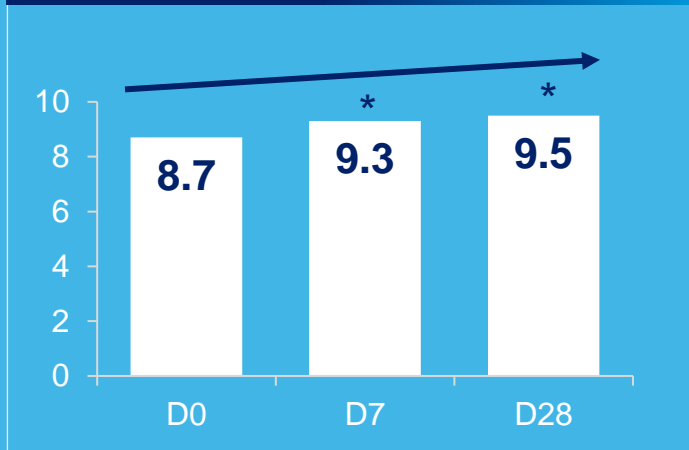
Intense Repairing Body Balm – Epidermal Differentiation Study



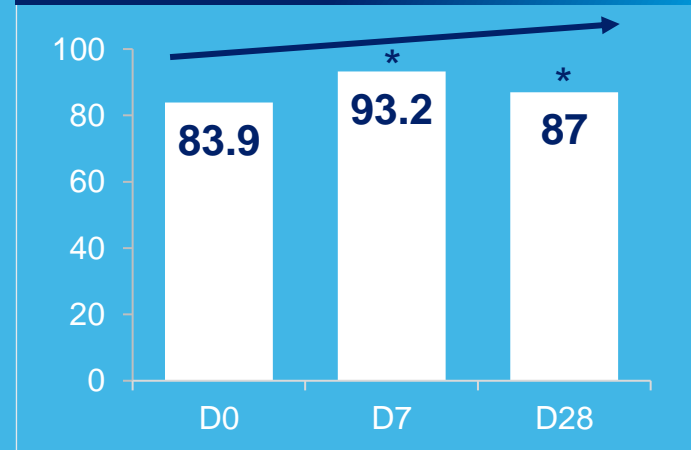
Restoring Daily Body Lotion significantly increased cholesterol & free fatty acid levels within the stratum corneum



Cholesterol content µg/mg



Free fatty acid content µg/mg



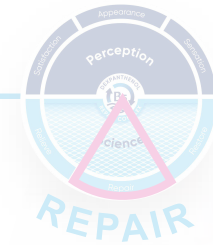
*Significant result vs baseline.

+2.7* 130%* +2.0* 97%* +3.5* 143%*

*Significant increase vs baseline. †Measured by Lipbarvis®.



RTB 2: Increases Lipid Levels



Bepanthen® Derma Body Products increased lipid levels in the stratum corneum

ONCE-DAILY APP

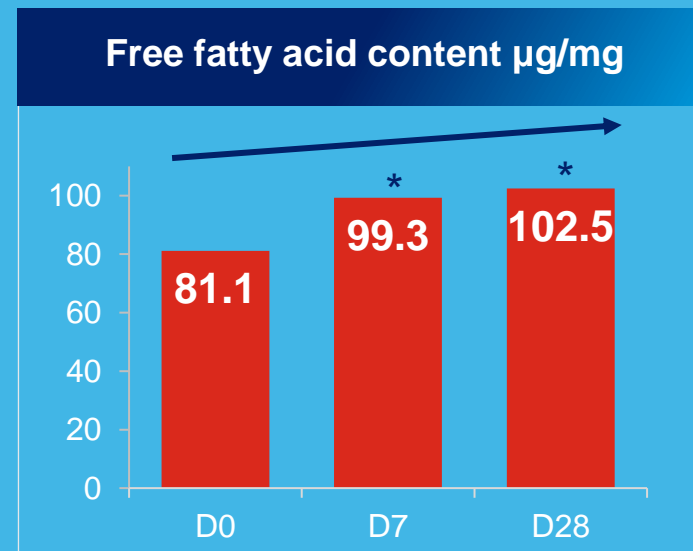
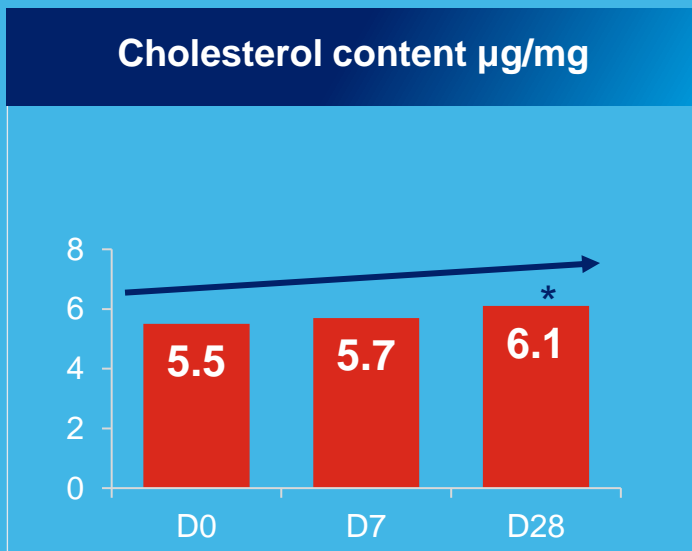
PRODUCT

Restoring Daily Bo

Intense Repairing

Intense Repairing Body Balm – Epidermal Differentiation Study

Intense Repairing Body Balm significantly increased cholesterol & free fatty acid levels within the stratum corneum

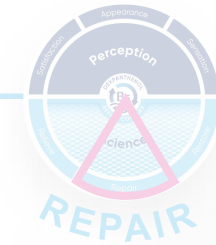


*Significant result vs baseline.

+2.7* 130%* +2.0* 97%* +3.5* 143%*

*Significant increase vs baseline. †Measured by Lipbarvis®.





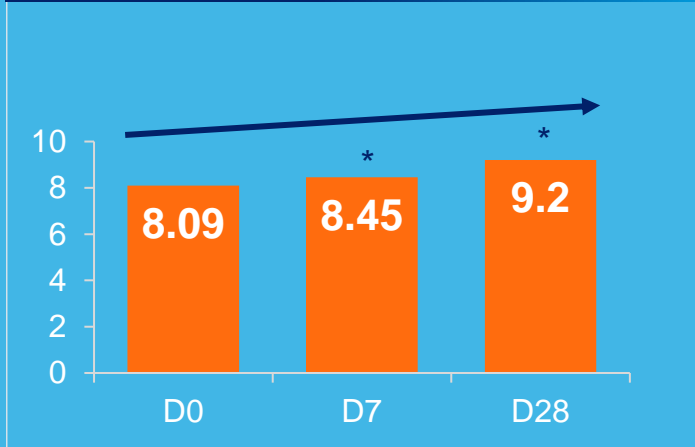
Bepanthen® Derma Face Creams increased lipid levels in the stratum corneum



Restoring Daily Face Cream with SPF25 increased levels of lipids within the stratum corneum

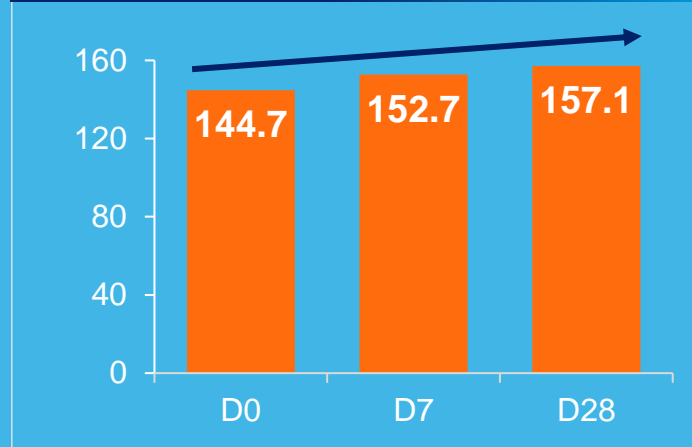


Cholesterol content µg/mg

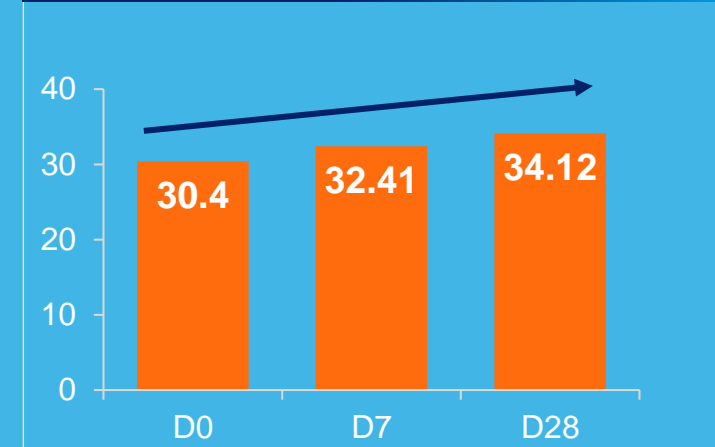


*Significant result vs baseline

Free fatty acid content µg/mg

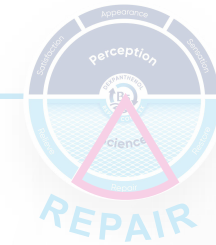


Ceramide content µg/mg



Increase in lipid levels helps repair impaired skin barrier

*Significant increase vs baseline.



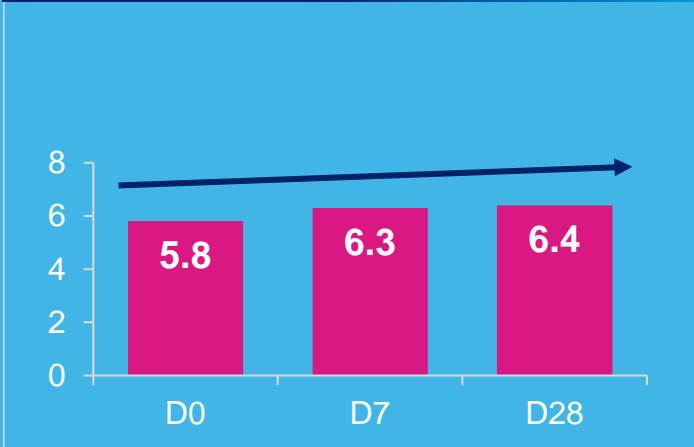
Bepanthen® Derma Face Creams increased lipid levels in the stratum corneum



Replenishing Daily Face Cream increased levels of lipids within the stratum corneum

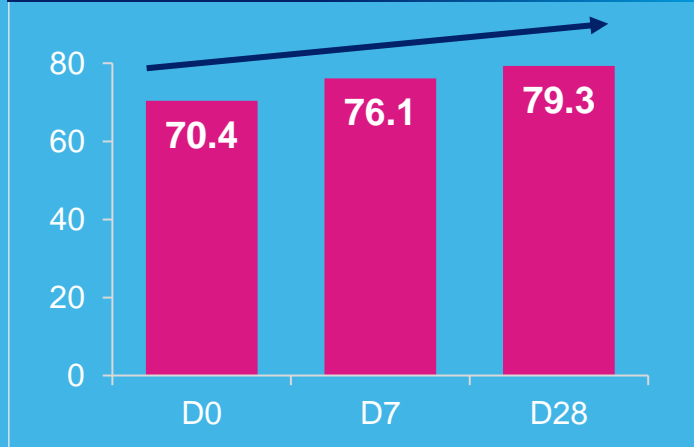


Cholesterol content µg/mg

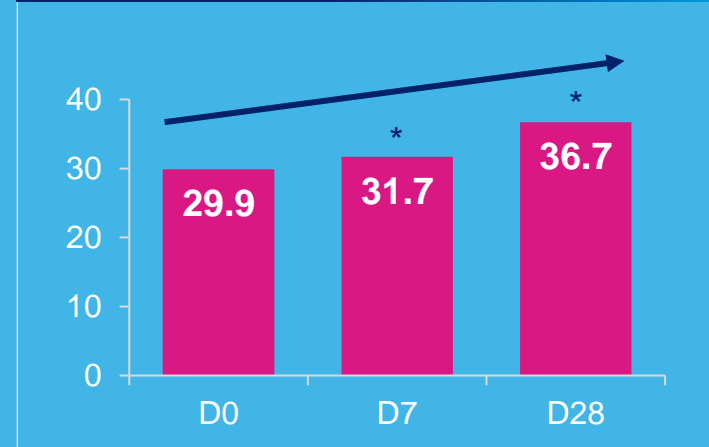


*Significant result vs baseline

Free fatty acid content µg/mg



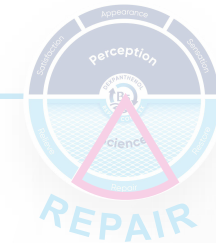
Ceramide content µg/mg



Increase in lipid levels helps repair impaired skin barrier

*Significant increase vs baseline.





Bepanthen® Derma Face Creams increased lipid levels in the stratum corneum



Regenerating Night Face Cream significantly increased levels of lipids within the stratum corneum

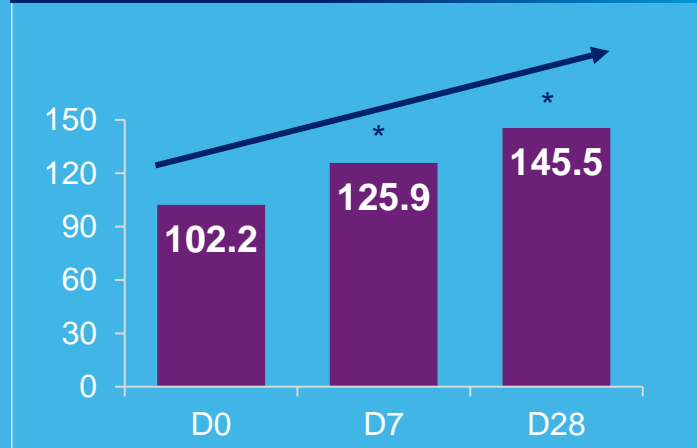


Cholesterol content µg/mg

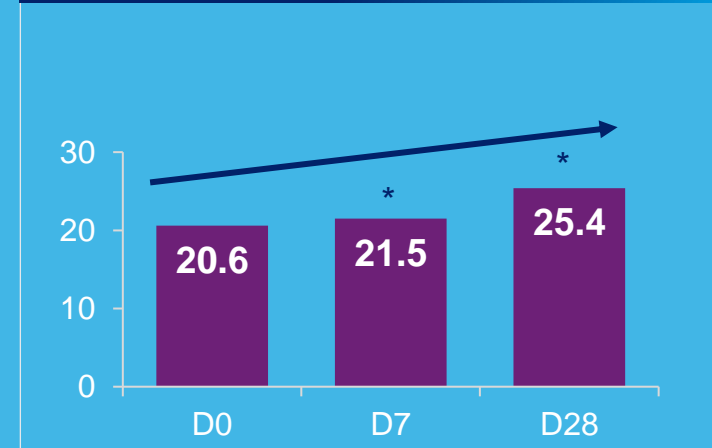


*Significant result vs baseline

Free fatty acid content µg/mg



Ceramide content µg/mg



Increase in lipid levels helps repair impaired skin barrier

*Significant increase vs baseline.





Skin hydration rates in diabetes: Bepanthen® Derma

ONCE-DAILY APPLICATION FOR 14 DAYS

PRODUCT	INCREASE AFTER 14 DAYS	% Δ
Restoring Daily Body Lotion	+6.92 AU	
Replenishing Daily Body Lotion	+4.70 AU	
Intense Repairing Body Balm	+7.30 AU	

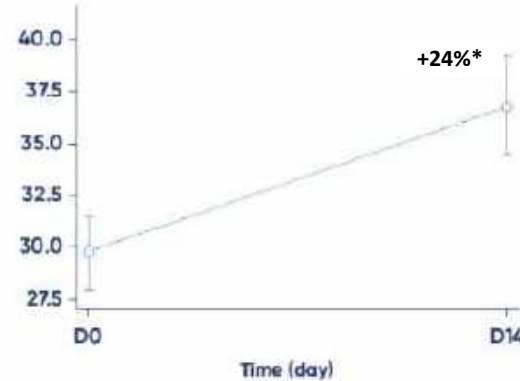


Restoring Daily Body Lotion



Significant increase in hydration rate from baseline

Hydration rate, AU (mean ± 95% CI)



*Significant vs baseline. AU, arbitrary unit.





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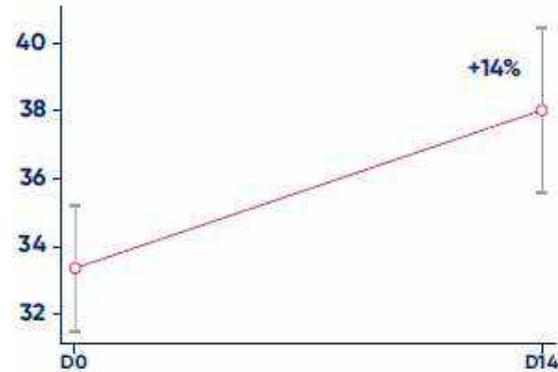


Replenishing Daily Body Lotion



Significant increase in hydration rate from baseline

Hydration rate, AU (mean ± 95% CI)



*Significant vs baseline. AU, arbitrary unit.





Skin hydration rates in diabetes: Bepanthen® Derma

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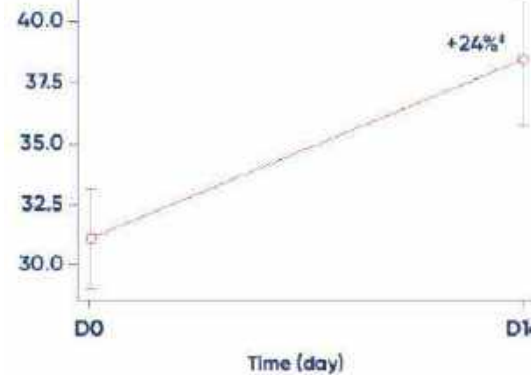


Intense Repairing Body Balm

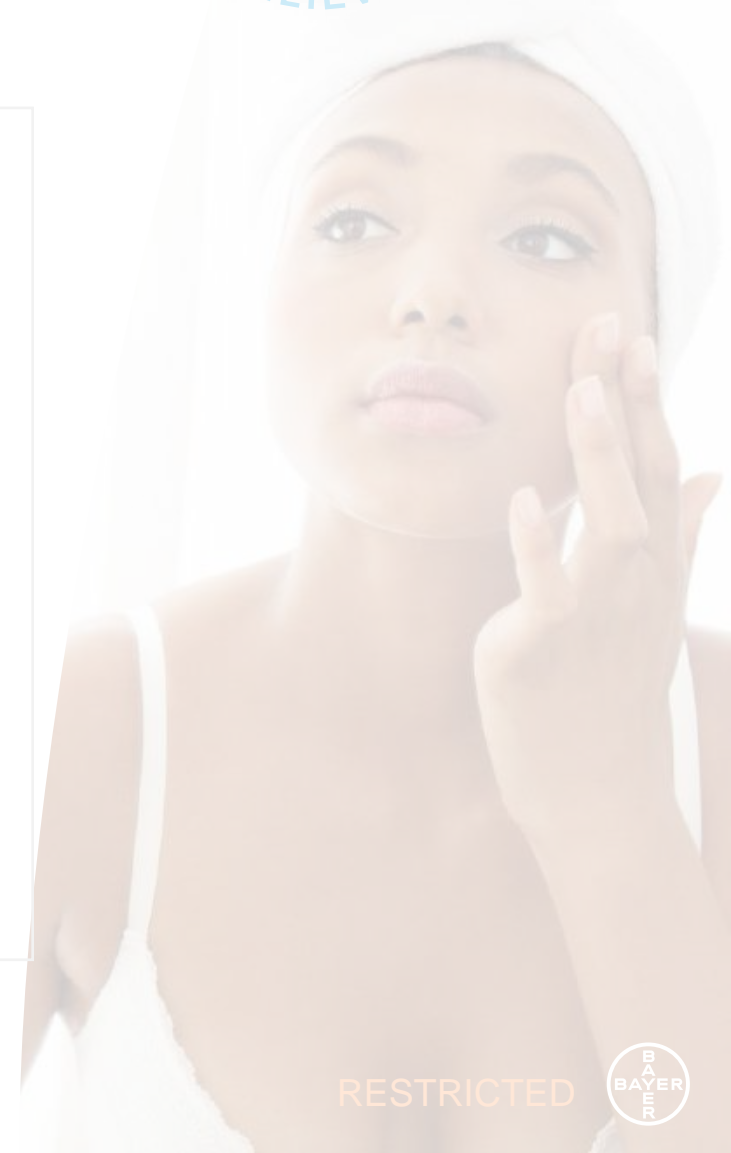


Significant increase in hydration rate from baseline

Hydration rate, AU (mean ± 95% CI)



*Significant vs baseline. AU, arbitrary unit.



Bepanthen[®]

DERMA

