



Brand Science

Claritin is backed by robust, credible science to deliver unbeatable, trusted relief

BRAND CREDIBILITY

FAVOURABLE EFFICACY AND SAFETY PROFILE

- ✓ Loratadine has been proven for effective relief of seasonal and perennial allergies caused by indoor and outdoor allergens.
- ✓ Loratadine is safe to be used in children as young as 2 and elderly populations.
- ✓ Loratadine is a non-sedating second-generation antihistamine with minimal side effects.
- ✓ Loratadine is long-acting, providing relief for 24 hours.

RECOMMENDED IN TREATMENT GUIDELINES AROUND THE WORLD

- ✓ Loratadine is recommended in international ARIA (define) guidelines, regional and local guidelines around the world.

BRAND HERITAGE

- ✓ Loratadine was the first second generation antihistamine switched from Rx to OTC.

The Robustness of our Science

- ✓ 100,000+ subjects treated with loratadine* in clinical trials.
- ✓ Clinical trials showing safety and efficacy in adults and pediatrics, with seasonal allergic rhinitis, perennial allergic rhinitis or chronic idiopathic urticaria.

Formulation of Loratadine products

- ✓ Single ingredient loratadine products have market authorization in 114 countries and marketed in 97 countries in 6 different forms:
 - Tablets
 - Chewables
 - Oral disintegrating tablets
 - Soft gelatine liquid capsules
 - Solution/syrup
 - Dry powder



7 Formulation of Loratadine products

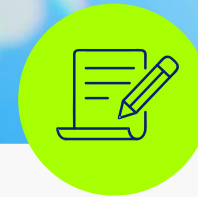
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The Robustness of our Science

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Key Studies on Claritin Tablets (NDA 19-658)

- 11 Human PK and Bioavailability studies.
- 6 Dose Tolerance studies.
- 4 Therapeutic Response Studies.
- 6 Pharmacodynamic Properties of the Drug Studies.
- 11 Randomized, double-blind, parallel group efficacy studies in Seasonal Allergic Rhinitis.

Our Brand Science Principles

Claritin's Science Principles ensure we positively build on and protect our equity, maintaining the brand trust and credibility.

01

Championing Genuine Health Solutions

We harness our deep understanding human biology, medical insights and pharmacology. Claritin addresses authentic health needs, ensuring safe and effective relief to help people live as if they don't have allergies

02

Elevating self-care through compliance and clarity

We are committed to delivering trusted allergy solutions that meet the rigorous regulatory standards around the world. We empower consumers with clear, accurate information that promotes informed and responsible self-care.

03

Innovating to help people live as if they don't have allergies

Our commitment to industry leading R&D is driven by our mission to meet consumer and medical needs. Claritin prioritizes credible and ethical practices to ensure we contribute meaningfully to the scientific community.

04

Delivering unbeatable relief with a seamless experience

Claritin is dedicated to providing an effortless and enjoyable E2E experience with our allergy solutions. We strive to empower consumers with confidence and trust in our products for unbeatable allergy relief.

Cultivating transformational partnerships

We believe in the power of collaboration. Claritin seeks to build a strong network of pioneering external partners to enhance our credibility and expertise in research, innovation and insights. Engaging with healthcare professionals and key opinion leaders is vital to help us grow and strengthen our brand.

Brand Science Principle 1

Championing Genuine Health Solutions

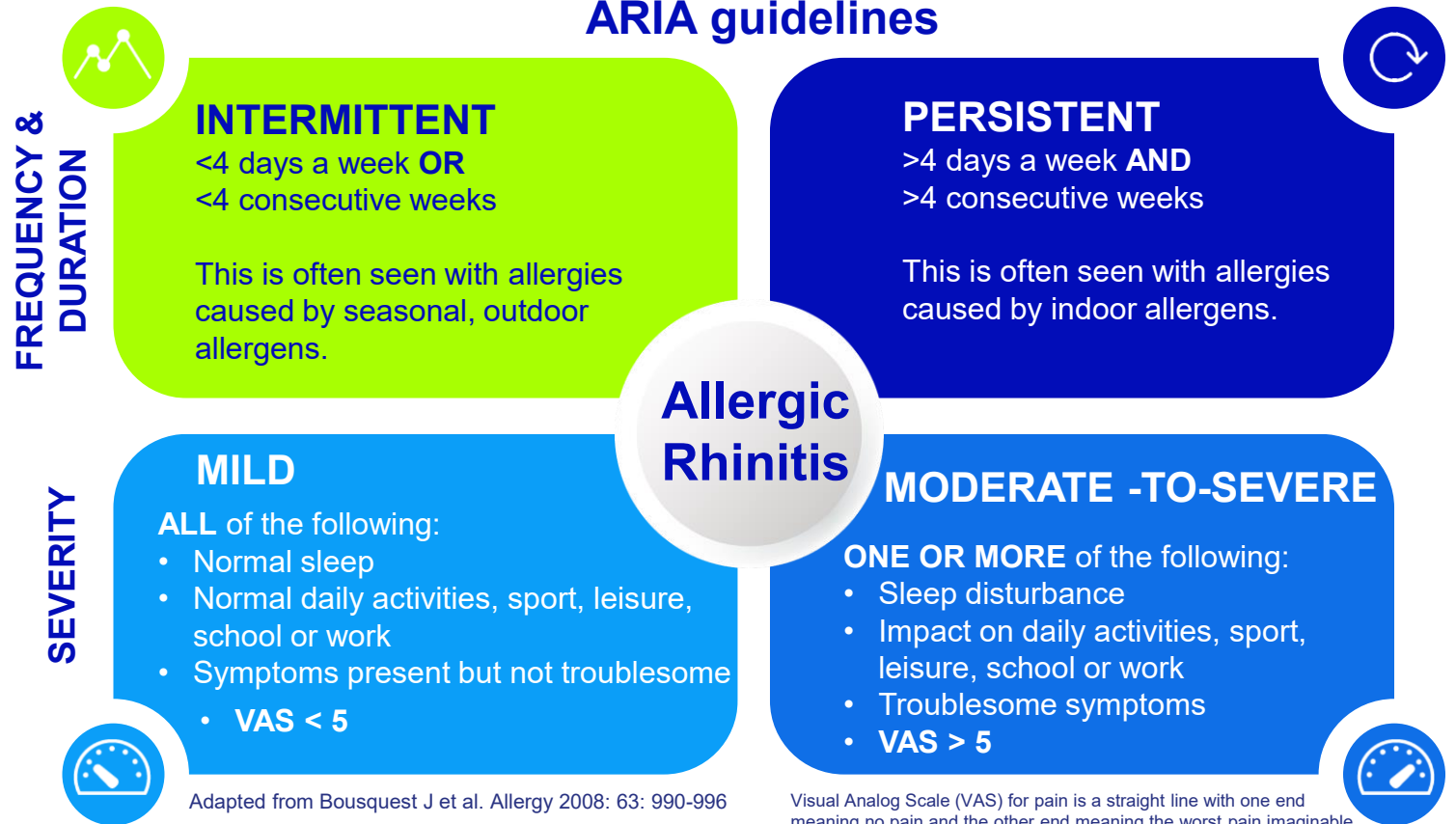
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Delivering a portfolio of solutions for **ALL** allergy sufferers

Allergic rhinitis is a complex, chronic disease with a wide range of symptoms and severity.

A customizable management plan with both pharmacological therapies and behaviors is required to optimally manage the disease.

Diagnosis of Allergic Rhinitis according ARIA guidelines



By understanding how allergies are diagnosed we can:

- Ensure consistent language internally.
- Use language that is consistent with treatment guidelines to ensure credibility with HCPs.
- Enable accurate patient profiling that considers the impact of allergies on their life.
- Develop solutions that meets the needs of all sufferers, regardless of severity.

Brand Science Principle 1

Championing Genuine Health Solutions

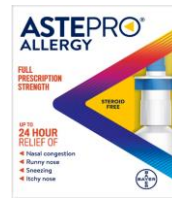
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Claritin Portfolio According to Treatment Guidelines

Oral antihistamine:
Loratadine, Desloratadine, Butterbur*



Intranasal antihistamine:
Azelastine (US only)



Oral AH + PSE :
Loratadine + PSE



Intranasal corticosteroids
Mometasone (limited geographies)



**butterbur or any herbal products are not recommended within treatment guidelines, however based on the product characteristics, it would follow a similar positioning to oral antihistamines within the guidelines*

Intranasal corticosteroid
+ intranasal antihistamine
(AUS only- 2027 launch)



Add-on treatments

intranasal decongestant
-- oxymetazoline

Nasal Saline

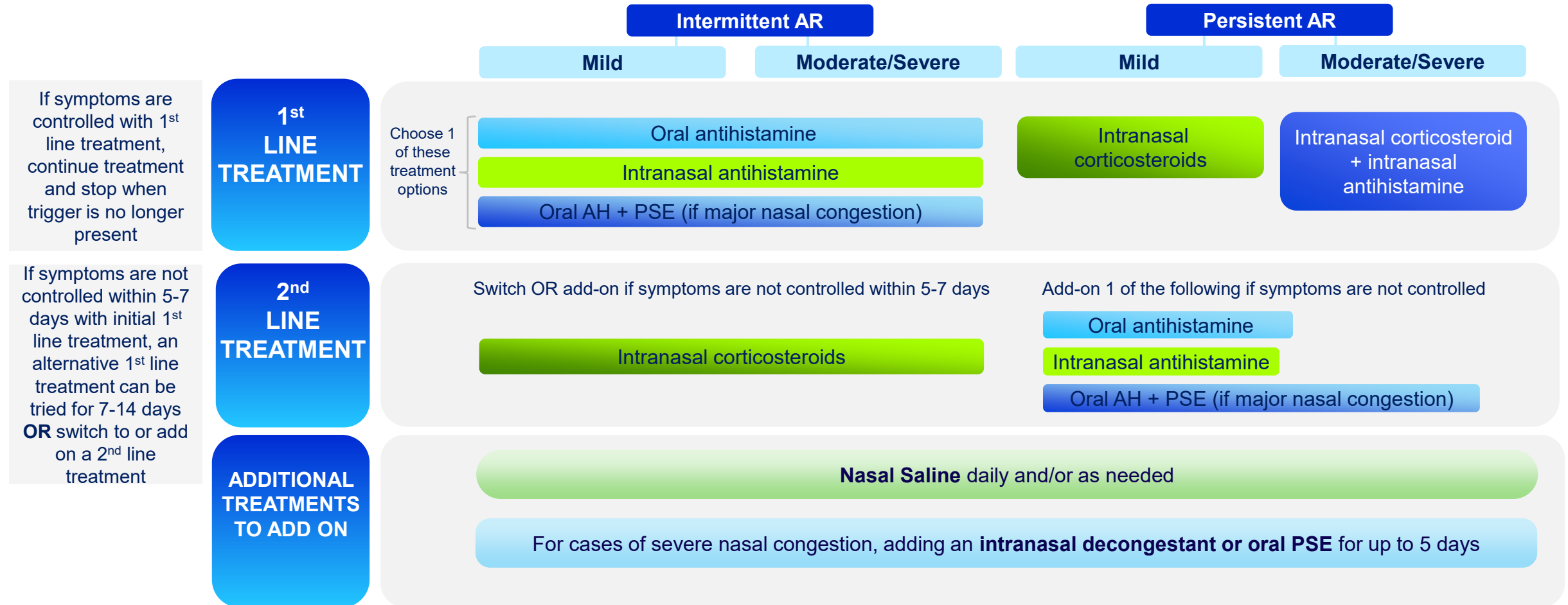


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Simplified Treatment Guidance For Allergic Rhinitis



Current Medical Landscape

Medical Science definition for each Segment

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Multi-Symptom Relief (\$)

Multi-Symptom allergy solutions that relieve allergy **symptoms** such as sneezing, runny nose/itchy nose, itchy or watery eyes, itchy throat.

1st and 2nd generation oral antihistamines (Loratadine)



Multi-Symptom Plus Relief (\$\$)

Multi-Symptom solutions that provide **additional benefit(s)** in allergy treatment, such as faster onset of action, longer duration, and/or relief from nasal congestion, ect.

Some 2nd generation oral antihistamines (desloratadine) and intranasal antihistamines (Azelastine)



Targeted Relief

Solutions in treating a **direct site** where relief is **only/further** needed.
Molecules: Olopatadine HCL 0.1%, fexofenadine 180mg (hives), Phenylephrine

Core

Maximum
High Efficacy

Natural
Non-medicated

Solutions that provide **superior efficacy/better control** in relieving allergy symptoms.

Solutions that provide **superior efficacy and additional benefit(s)** in allergy treatment, such as **faster onset of action, longer duration, and/or relief from nasal congestion, etc.**

Intranasal corticosteroids (mometasone) and intranasal corticosteroid + antihistamine

Solutions that **provide superior efficacy/extra strength** in treating a direct site:
Nasal decongestants (oxymetazoline)

Non-medicated solutions that **support** the immune system to minimize allergy symptoms.

Non-medicated product that **provides relief** of allergy symptoms.

Butterbur

Non-medicated solutions that provide allergy support toward a **particular site.**

Saline Spray, Ectoin Eye Drops

Brand Science Principle 1

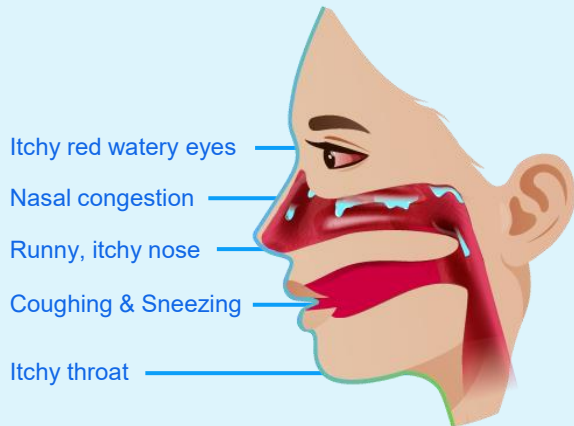
Our products solve a genuine human health need

Claritin

Treatment complexity:
Allergic rhinitis is a complex, multi-phase reaction with many potential treatment targets

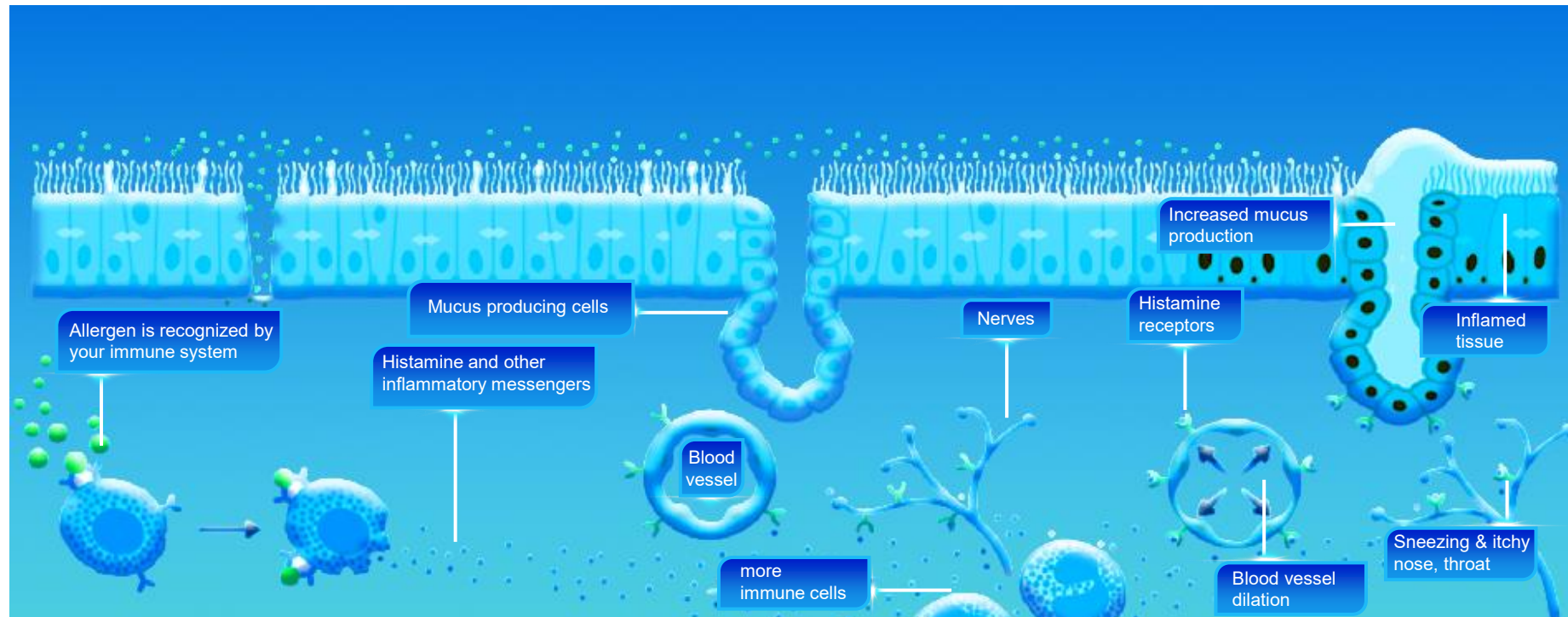
By understanding what is happening during an allergic reaction, we can:

1. Educate stakeholders on optimal treatment management.
2. Shape our portfolio towards growth via products that can be layered vs. cannibalization.
3. Develop novel solutions.



Allergic Rhinitis The immune response or Allergic Cascade

- 1 The allergen your body is already sensitized to penetrates the membrane of your nasal cavity and enters the body.



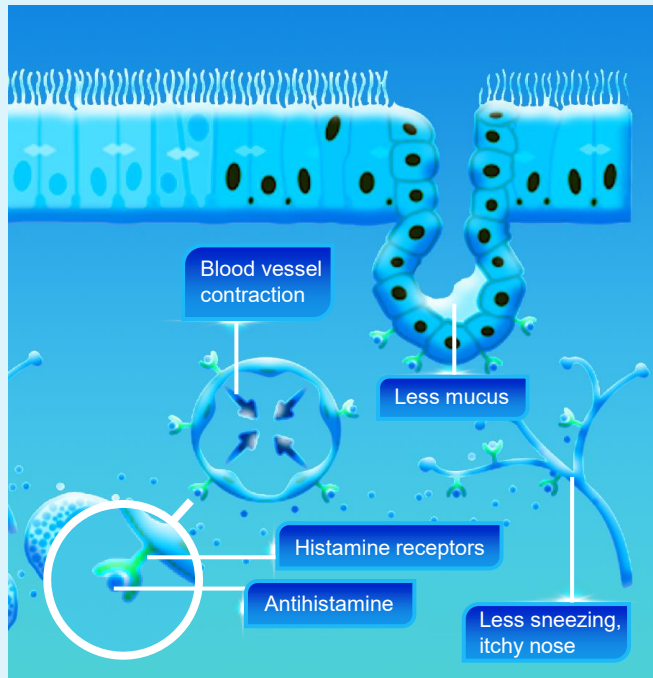
- 2 Immune cells **recognize** and **bind** the allergen.
- 3 This triggers your immune cells to release histamine and other **pro-inflammatory** messengers.
- 4 Histamine travels around the body and affect:
 - sensory nerves causing itchy eyes, nose, throat and sneezing
 - goblet cells which make mucus
 - Cells that line blood vessels, causing vasodilation, further increasing nasal congestion and mucus
 - recruitment of immune cells which creates more inflammation

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How Antihistamines work



Antihistamines bind to the histamine receptors in the nasal tissue, blood vessels and sensory nerves in the eyes, nose and throat, which prevents the histamine from binding to the receptors and causing the symptoms of allergic rhinitis.

Second Generation Antihistamines

Patient Profile

	 Multi-Symptom Relief (\$)	 Multi-Symptom Plus Relief (\$\$)
Core	Multi-Symptom allergy solutions that relieve allergy symptoms such as sneezing, runny nose/itchy nose, itchy or watery eyes, itchy throat.	Multi-Symptom solutions that provide additional benefit(s) in allergy treatment, such as faster onset of action, longer duration, and/or relief from nasal congestion.
Active Ingredients	<ul style="list-style-type: none"> Loratadine* Fexofenadine Cetirizine Levocetirizine Bilastine Ebastine Rupatadine 	<ul style="list-style-type: none"> Desloratadine* Azelastine* (intranasal)
Symptom Relief	<ul style="list-style-type: none"> runny nose sneezing itchy nose, throat itchy and/or watery eyes* itchy skin, hives 	Same as multi-symptom relief, plus: <ul style="list-style-type: none"> Nasal congestion Allergic cough
Key Claims	Loratadine <ul style="list-style-type: none"> 24-hour relief 75 min onset** Non-drowsy Relieves symptoms triggered by 200+ allergens 	Desloratadine <ul style="list-style-type: none"> 24 hour relief Non-drowsy

Can be layered with

- Intranasal corticosteroids
- Salines
- Decongestants

Should not be layered with

- Other antihistamines
- Ze 339

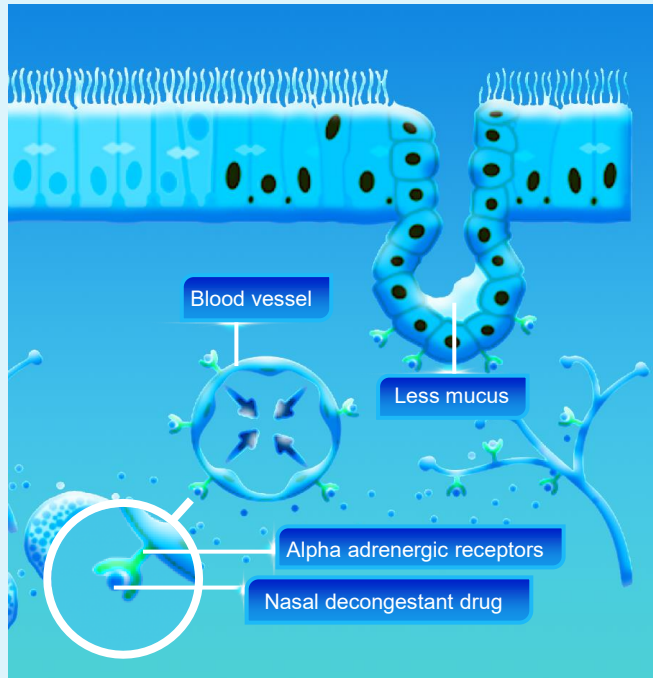
*products currently within Claritin portfolio
 ** onset of action varies between countries

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How Decongestants work



Nasal decongestants bind to receptors on blood vessels to cause vasoconstriction. This vasoconstriction shrinks the inflamed nasal tissue and reduces mucus production, allowing air to flow more easily through the nasal passages

Nasal Decongestants

	 Multi-Symptom Relief (\$)	 Targeted Relief
Core	Multi-Symptom solutions that provide additional benefit(s) in allergy treatment, such as faster onset of action, longer duration, and/or relief from nasal congestion.	Solutions that provide superior efficacy/extra strength in treating a direct site.
Active Ingredients	Oral <ul style="list-style-type: none"> Pseudoephedrine (PSE)* Phenylephrine (PE)* 	Intra-nasal <ul style="list-style-type: none"> Oxymetazoline* Xylometazoline
Symptom Relief	<ul style="list-style-type: none"> Nasal congestion Runny nose 	
Key Claims	PSE (Claritin-D) <ul style="list-style-type: none"> 30 min onset 12 or 24**hour relief Non-drowsy 30% more airflow at hour 1 Improves nasal airflow 2x more than fluticasone propionate at hour 1 	Oxymetazoline <ul style="list-style-type: none"> Works in 25 seconds- faster relief than nasal decongestant pills 12-hour relief Nasal congestion from colds or allergies Improves airflow and decreases nasal air resistance

*products currently within Claritin portfolio

** 24-hour relief is for extended-release tablets

Patient Profile

-  Decongestants are a great 'add-on' treatment to help relieve nasal congestion that is not relieved by most antihistamines
-  Intranasal decongestants can only be used for 3-10 days consecutively as they may cause rebound congestion.
-  Decongestants are not recommended for individuals with high blood pressure, heart disease, or those taking monoamine oxidase inhibitors.

Can be layered with

- Intranasal corticosteroids
- Salines
- Decongestants

Should not be layered with

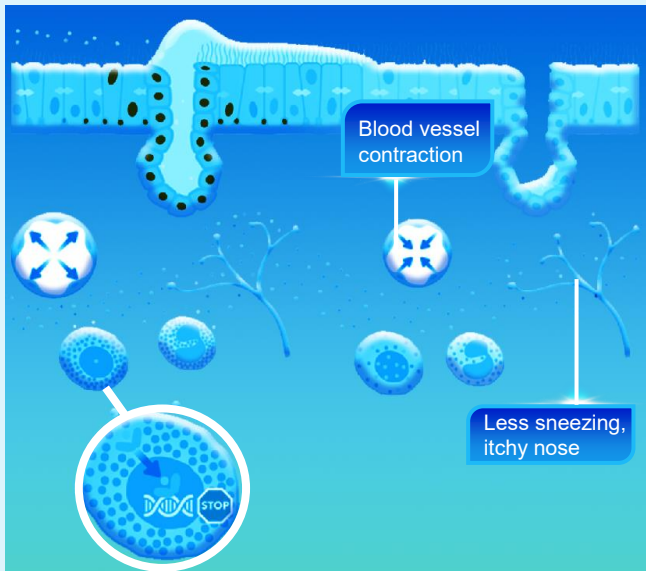
- Other antihistamines
- Ze 339

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How Corticosteroids work



Corticosteroids enter immune cells involved in the allergic response and **turn off the genes** that produce pro-inflammatory mediators. The reduction in pro-inflammatory mediators slows the allergic cascade, and the immune response to reduce the symptoms of allergic rhinitis.

This mechanism of action is also why corticosteroids have a slower onset of action than other allergy treatments.

Intranasal Corticosteroids



Multi-Symptom Plus Relief (\$\$)

Maximum High Efficacy

Multi-Symptom solutions that provide **additional benefit(s)** in allergy treatment, such as faster onset of action, longer duration, and/or relief from nasal congestion.

Active Ingredients

- Mometasone
- Fluticasone

Symptom Relief

- runny nose
- nasal congestion
- sneezing
- itchy nose, throat

Key Claims

- 24-hour relief
- Treatment & prevention of AR
- For severe allergic conditions
- Low systemic bioavailability (<1%)

Intranasal Corticosteroids + Intranasal Antihistamines

Corticosteroids and antihistamines are now available in fixed dose combination sprays, such as Dymista and Ryaltris. These products provide the long-term anti-inflammatory benefits of the corticosteroid with the fast onset of action of the intranasal antihistamine.

This combination is the first line treatment recommended for individuals with moderate/severe persistent allergic rhinitis, and for those with moderate/severe intermittent allergies who do not find relief with antihistamines or corticosteroids alone.

Patient Profile



Intranasal corticosteroids are first line treatment for mild, persistent allergies, and 2nd line for mild, moderate/severe intermittent allergies in those who do not get sufficient relief from antihistamine alone.

Safe for children 3 and up

Safe for long term use

Can be layered with

- Intranasal corticosteroids
- Antihistamines
- Ze 339
- Salines*

* Salines should be used prior to using an intranasal decongestant

Should not be layered with

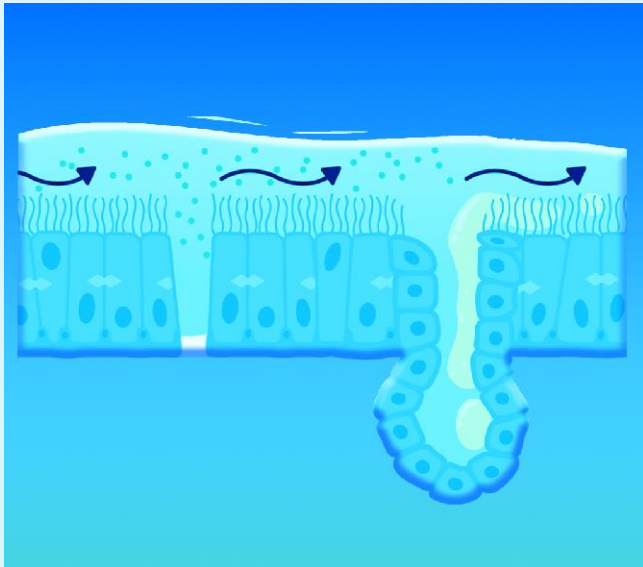
- Other nasal decongestants

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How Saline works



The saline (salt water) solution floods the nose to promote mucociliary clearance to remove allergens, irritants, inflammatory mediators and excess mucus.

Saline



Targeted Relief

Natural Non-medicated

Non-medicated solutions that provide allergy support toward a particular site.

Active Ingredients

Salt water

Symptom Relief

- nasal congestion
- nasal dryness
- Runny nose
- Sinus congestion
- Itchy nose
- sneezing

Patient Profile



Salines are a safe and effective product for all ages and can be used in conjunction with other allergy treatments.

Salines should be used prior to using any other intranasal product and can even help improve the efficacy of those products by removing mucus and debris from the nasal passages.

Can be layered with

- Intranasal corticosteroids
- Antihistamines
- Ze 339
- Nasal decongestants

Should not be layered with

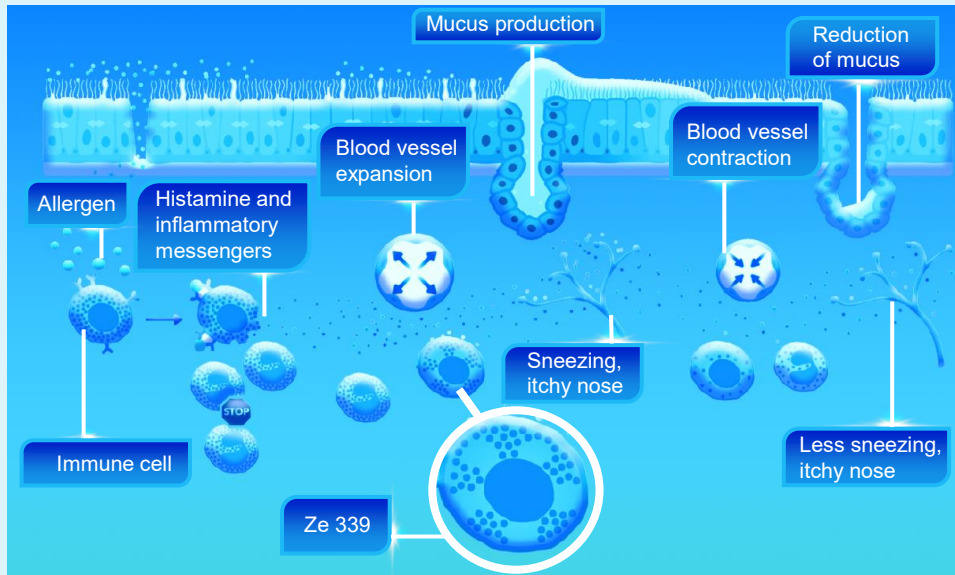
- N/A

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How Ze 339 works



1

Ze 339 slows the recruitment of additional inflammatory immune cells that perpetuate the allergic cascade.

2

Ze 339 stabilizes mast cells to reduce the release of histamine and pro-inflammatory mediators which helps to slow the allergic cascade.

3

Symptoms improve with the reduction of inflammatory mediators, recruitment of immune cells and mast cell stabilization.

Ze 339 (Butterbur)



Targeted Relief

Natural Non-medicated

Non-medicated solutions that provide allergy support toward a particular site.

Active Ingredients

Petasins

Symptom Relief

- nasal congestion
- Itchy nose, eyes
- sneezing

Patient Profile



Ze 339 is an effective, herbal alternative to antihistamines for multi-symptom allergy relief.

Clinical studies have shown that the combination of Ze 339 and antihistamines does not provide any additional benefit, and therefore layering with antihistamines, such as Claritin is not recommended.

Suitable for individuals 12 years and older.



Use should be limited to two consecutive weeks.

Can be layered with

- Intranasal corticosteroids
- Saline
- Nasal decongestants

Should not be layered with

- Antihistamines

Brand Science Principle 2

Elevating self-care through compliance and clarity

Claritin.

Claritin must ensure products, labelling and claims meet the regulatory standards and enablement of quality self-care.

Principles



Our products consistently adhere to the highest regulatory standards for both quality and labeling.



Claims vary by market based on local guidelines and regulations. We ensure strict compliance with these regulations while maximizing the robustness of permitted claims.



Our allergy portfolio offers a diverse range of products with various active ingredients, designed to meet consumer needs and regional regulatory approvals, whether Rx or non-prescription. We aim for the least restrictive marketing status in each market to facilitate consumer self-care.

Opportunities



Switch: There are many allergy products still under prescription status around the globe, providing us an opportunity to improve access to self-care via Rx to OTC switch

- Countries have varying pathways for switching medications from Rx to OTC status, influenced by safety, efficacy, and consumer understanding. Bayer monitors global trends and regulations to expand our allergy portfolio and improve consumer access to self-treatment.



Removing Regulatory Barriers to claims: In certain countries, regulatory requirements impose limitations on product claims, even when sufficient scientific evidence exists. This presents an opportunity to update regulatory documents to enhance product-related communication.

Brand Science Principle 3

Innovating to help people live as if they don't have allergies

Claritin.

Evolving Landscape:
The allergy landscape is evolving and changing the needs of our consumer.

Situation

1. Rising allergy burden accelerated by climate change

- Increasing prevalence
- longer symptom duration mean
- Increasing severity and co-morbidities

2. Need for personalized formats – With diverse age groups, lifestyles, and administration preferences, one-size-fits-all formats fall short

Opportunities

1. Consumers are seeking more effective at relieving more severe symptoms
2. Longer lasting relief
3. Customizable treatment options that meet the needs of their symptoms and product experience preferences (targeted solutions to help layer options)

Brand Response

- Formulation science, and cross-functional expertise to create products that meet the evolving clinical profile of allergy sufferers—while maintaining data-driven ingredient selection, safety and compliance and delivering convenience, trust, and remarkable experience.
- Integrate real-world data to bridge the gap between clinical trials and real-world use of our products to enhance brand credibility, strengthen claims and differentiation and understand unmet needs and usage behaviors of our consumers

Brand Science Principle 4

Claritin

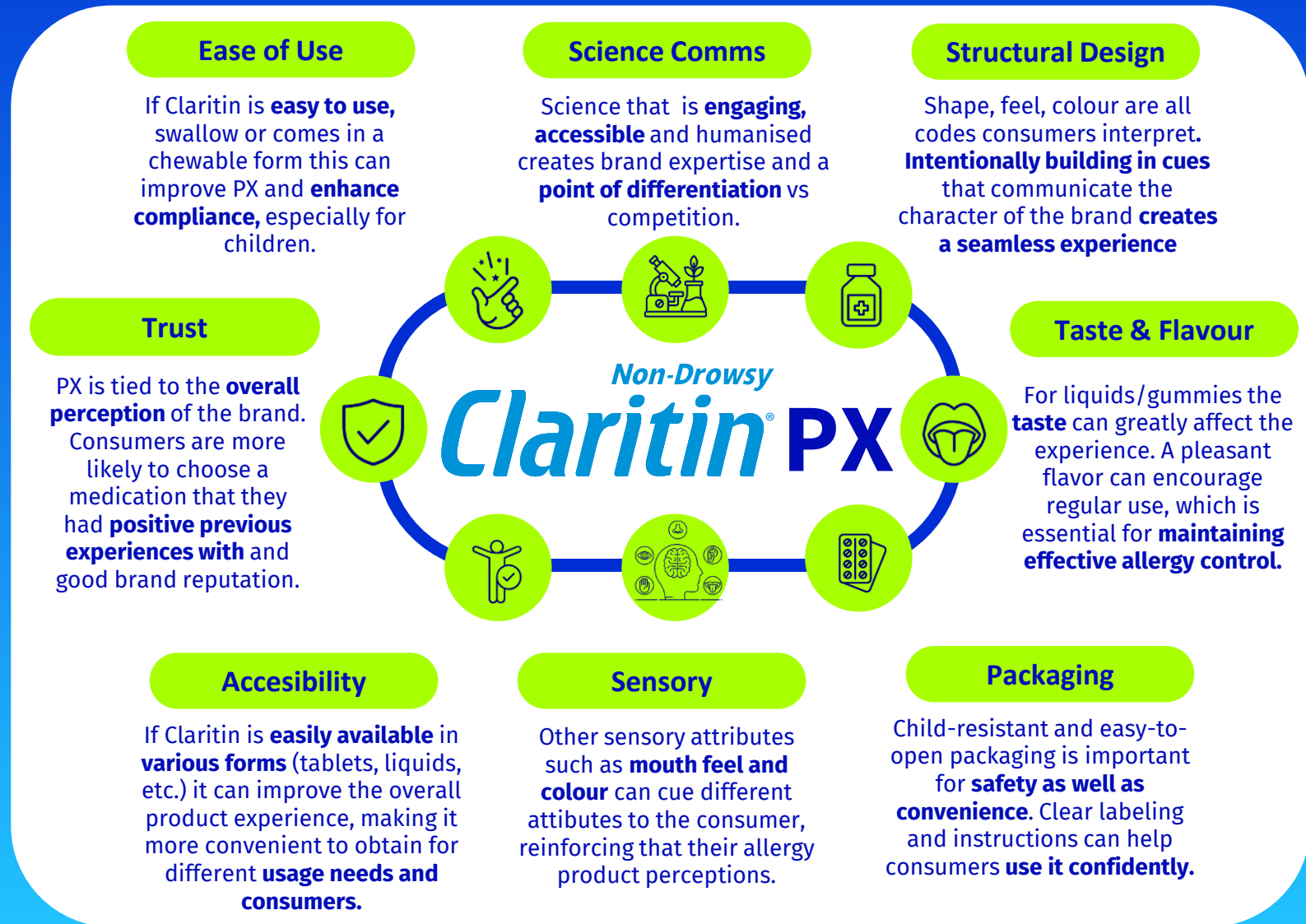
Delivering unbeatable relief with a seamless experience

AR is a chronic disease. **Avoidance of medication fatigue** are important factors in sufficient treatment.

Making Claritin the brand of choice every time relies on **creating a seamless and enjoyable end to end experience**.

Accessible product science storytelling, ease of use, convenient packaging plus sensorial delight for all, **are critical to get right**.

A winning product experience gives us a competitive edge. Enabling consumers to not only confidently use products as directed but **trust our brands**, delighted because they don't just know *but can feel* the science working.



Brand Experience

Claritin.

Claritin Product Experience

Clears You From The Limits of Allergies

Powerful, Non-Drowsy Allergy Relief That You Can Trust

Demand Space

Core

Maximum Efficacy

Targeted

Natural



Scents & Flavors

Neutral scent with no lingering flavor or fruity and light mint flavors; emphasizes simplicity

Fresh and clean scents with identifiable flavors; may include menthol for nasal products

Tailored scents and flavors to address specific allergy benefits

Gentle, natural scents; focuses on health-conscious flavors



Size & Form

Small, round tablets; easy to swallow

Tablets and gummies designed for powerful relief from severe allergy symptoms

Designed for specific symptoms, with formats that enhance usability

Easy-to-consume formats that appeal to consumers seeking natural solutions



Packaging

White, clean packaging that conveys a straightforward, foundational relief experience

Packaging that emphasizes strength and efficacy

Custom packaging that clearly communicates the targeted relief benefits

Packaging that reflects a wholesome and natural image



Emotional Benefits

Provides sense of connection and consistent relief from allergy symptoms

Empowers users to conquer their worst allergy days, promoting a feeling of strength and confidence

Offers reassurance and control over specific allergy symptoms, enhancing user satisfaction

Provides a sense of well-being and comfort, appealing to those preferring natural remedies

How should Claritin's formulations look?

In line with Claritin's Science Principles, the below guidance is intended to support innovation, development, and licensing in order to protect our equity and make our products, uniquely ours. We are open to exploring formulations that fit the below criteria, focusing emphasis on safety and efficacy.

PRODUCT PRINCIPLES - OUR FORMULAS ALWAYS

- ✓ **Align with Treatment Guidelines:** Our active ingredients are meticulously selected to align with the latest treatment guidelines for allergy. This ensures that consumers receive products that are clinically relevant and effective and strengthens our reputation as a trusted leader in the market.
- ✓ **Have Proven Safety and Efficacy:** Our products undergo rigorous testing to ensure they are proven safe and efficacious. This scientific backing empowers our marketing efforts and ensure our products deliver on their promises.
- ✓ **Prioritize Favorable Safety Profiles:** Our commitment to using only ingredients that have a favorable safety profile reassures consumers about the quality and safety of our products. When possible, we aim to leverage ingredients with well-established safety profiles and a long history of safe use. This transparency not only builds brand loyalty but also positions our business as a reliable choice in a competitive landscape.
- ✓ **Ensure Rigorous Safety Evaluations:** We conduct comprehensive toxicological evaluations and safety tests that meet all industry and regulatory standards. This dedication to safety not only protects consumers but also safeguards our business from potential liabilities, enhancing our brand integrity.
- ✓ **Explore Easily-Delivered Dosage Forms:** Our exploration of easily-delivered, bioequivalent dosage forms ensures accessibility for all consumers, including children and those with difficulty swallowing. This inclusivity broadens our target market, differentiates us from competitors and enhances customer satisfaction.
- ✓ **Formulation and delivery designed for optimal product experience:** Whenever possible, we integrate consumer experience and product design considerations early in the development process to ensure we're creating an enjoyable and repeatable experience that drives compliance.



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PRODUCT PRINCIPLES - OUR FORMULAS DO NOT

- ✗ **Contain Restricted or Banned Ingredients:** We strictly avoid any ingredients listed on BCH's Material Stewardship List that are restricted or banned for all Bayer brands. This ensures that our products meet the highest safety standards, providing consumers with peace of mind and reinforcing our brand's commitment to quality.
- ✗ **Contain Ingredients That Could Harm Our Equity:** Our formulations do not include ingredients that could jeopardize our brand equity, whether due to technical risk profiles or negative public perception. By prioritizing consumer sentiment, we protect our brand reputation and foster loyalty, ultimately driving long-term business success.
- ✗ **Include Ingredients Lacking Safety or Efficacy Data:** We do not use ingredients that lack robust safety or efficacy data. This commitment to scientific validation ensures that our products deliver on their promises, enhancing consumer confidence and encouraging repeat purchases.
- ✗ **Routinely Perform Animal Testing:** We do not conduct animal testing unless mandated by authorities or critical to getting a product to market. This ethical approach not only aligns with consumer values but also positions our brand as a leader in responsible product development, appealing to a growing demographic that prioritizes ethical considerations.

