

Claritin.

# Brand Sustainability



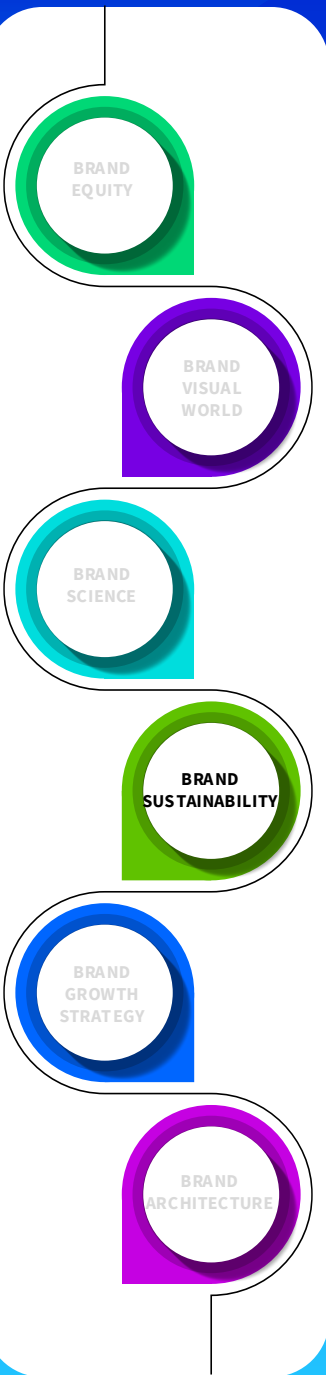
# Brand Sustainability

## OUR COMMITMENT TO PEOPLE & PLANET

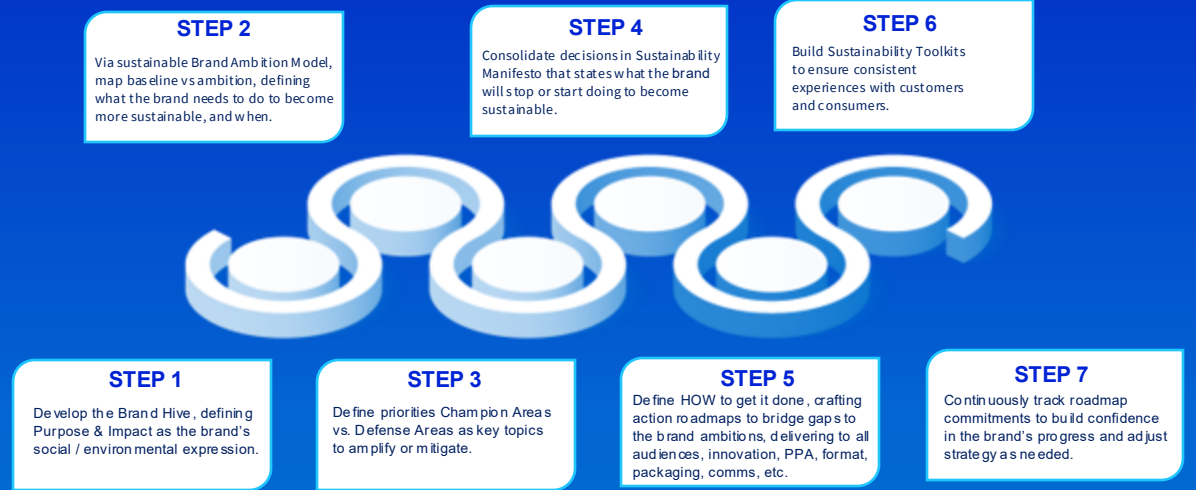
Sustainability **strengthens brand trust and reputation**, driving long-term positive impact not only for the business (ie. brands with strong sustainability grow 69% faster than the rest) but people, society, planet. That is why it is another key brand frame for us.

Beyond playing an important part in Bayer's Road To Billion vision of helping billions live healthier lives, **our brands can have their own unique contributions to the world**, depending on their chosen sustainability territories that best fit with their equity.

To craft powerful sustainability strategies for our brands, CH has created the **Sustainable Brand Journey**, helping each brand identify the right territories to Champion or to Defend from, and how to evolve over the years to achieve its sustainability ambition to 2030 (and beyond), aligned with the UN SDGs.



### How we craft authentic brand sustainability strategies?



## Claritin.

### PURPOSE & IMPACT

We help people to experience life and live better – as if they don't have allergies.

#### CHAMPION

1. Accessible Green Spaces
2. Safe & Healthy Indoor

#### DEFEND

1. Clean Air (CO2 and Air Pollutants)
2. Sustainable Pkg

# Sustainability Strategy

# Our Champion & Defend Areas

As captured in our Brand Hive, **our brand purpose and impact** is “We help people to experience life and live better – as if they don’t have allergies”.

Naturally, the **sustainability territories we choose to speak up about and be known for**, which are called our “Champion Areas”, are aligned to our purpose as both **social and environmental impact**. Although environmental aspects across the value chain will be mostly featured as our “Defend Areas”, meaning topics we must work on and mitigate for defensibility.

As our chosen sustainability territories, **our Champion Areas are to be consistently brought to life around the world**.

## CHAMPION AREAS

1. Accessible Green Spaces
2. Safe & Healthy Indoor Living

## DEFEND AREAS

1. Clean Air (CO2 and Air Pollutants)
2. Sustainable Packaging

# The challenges Claritin helps with are connected to the “Allergy Uprise Trifecta”



## A Changing Climate

Warmer temperatures and higher atmospheric carbon dioxide levels caused by climate change are altering flowering seasons worldwide, lengthening pollen seasons and increasing the amount of pollen in the air in parts of the world.

And it's not just pollen. Climate change can also impact other airborne allergens. A rise in carbon dioxide emissions could substantially worsen mold allergies, for example, easing common fungus' allergenic protein growth.

## Co2 Induced Warming



## A Rising Urban Living

Atmospheric pollutants (ie. exhaust fumes) directly impact physical, chemical, and biological properties of pollen grains making them more allergenic. Air pollution also makes us more susceptible, more easily triggering allergic responses.

Urban landscapes bring other problems, creating what are called heat islands, areas several degrees warmer than surrounding rural areas. In these, trees and plants can turn green earlier and stay green longer during the year and thereby produce more pollen.

## City Landscapes & Air Pollution



## A Shielded Generation

From a fall in breastfeeding, to more time spent indoors and away from the social contact of sport and outdoor activities, less exposure to diverse microbes that help our immune system develop from a young age can increase the risk of developing allergies.

Microbial exposure in children is linked to greater protection from asthma, hay fever and allergic sensitization.

## Lack of Microbial Exposure

# How we bring to life our sustainability **Champion Areas**

## Accessible Green Spaces & Safe and Healthy Indoor Living

### WHAT OUR CHAMPIONS ARE ABOUT

We focus on the triple global challenge impacting allergy health: climate change, urbanization, and indoor air pollution. Whether indoors or outdoors, these factors shape allergy sufferers—live, breathe, and feel. Every **Claritin sustainability effort** ties back to our core purpose: enabling healthier living for all.

Claritin understands that our consumers are affected by these challenges no matter where they are—on the street, at school, or at home, and that for many, clean air and comfortable housing are not a given—they're a privilege they can't afford.

**That's why our sustainability approach must be grounded in real-world impact**—not just good intentions. We have a unique responsibility to support air quality and environments for those who need it most. This means being honest about what we offer, staying grounded in action over promises, and pursuing meaningful progress over perfection—across our entire value chain.

### HOW TO ACTIVE OUR PURPOSE

We act with integrity—always aligning our message with our products, services and purpose, pursuing consistency and authenticity, especially when speaking to parents, caregivers, and educators who trust us to support children's health—at home, in school, and at play. Every action we take should reflect who we serve.

We focus on areas where Claritin offers proven solutions, while responsibly expanding our reach through new partnerships and innovations, through:

- **Outdoors:** Supporting underserved communities—especially children—in reconnecting with nature. We invest in the creation of safe, green public spaces and offer engaging, educational tools to inspire outdoor play and learning.
- **Indoors:** Addressing allergy triggers like mold, dust, and pests that compromise children's health and learning, particularly in low-income housing and schools..

# Unpacking Our Sustainability Champions

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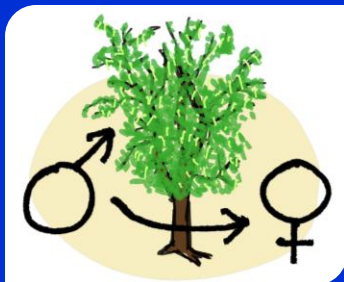
## CHAMPION AREA 1: Accessible Green Spaces

### How Claritin Helps The Tripple Challenge

**Time outdoors is more than a luxury—it's a lifeline.** It supports mental health, builds resilience, and nurtures development, especially in children. But for many, especially those in underserved urban areas, **safe and accessible green spaces are simply out of reach.** Entire communities grow up surrounded by concrete, with little to no access to parks, trees, or safe places to gather. **Lack of access to the outdoors is more than an inconvenience—it's a form of exclusion.**

These inequities—rooted in systemic issues like poverty, poor infrastructure, and environmental neglect—can deeply impact mental health, social development, and overall quality of life.

**Claritin believes outdoor access shouldn't be a privileged and** supports equitable urban planning by incentivizing community engagement, investment, and maintenance or restoration of recreational infrastructure and programs that promote outdoor activities especially in underserved urban areas.



# Unpacking Our Sustainability Champions

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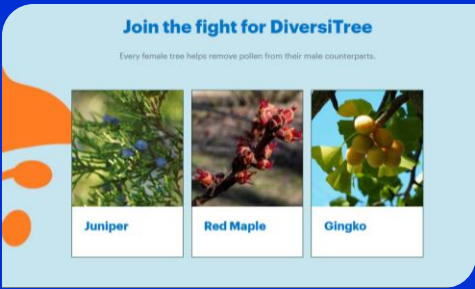
## CHAMPION AREA 1: Accessible Green Spaces

### Activation Case Example

**Claritin's Diversitree Program** is an initiative designed to promote allergy awareness and support diverse communities affected by allergies. This platform educates and empowers individuals to manage their allergies effectively. With over 30% of adults and 40% of children in the U.S. affected by allergies, the urgency for action is clear. A 2012 study predicts that pollen levels will double by 2040, largely due to the prevalence of pollen-producing male trees, which were recommended for planting in a 1949 USDA report over female trees that produce no pollen.

The Diversitree Program advocates for the planting of more female trees to create healthier outdoor environments for everyone. It was established to meet the increasing demand for allergy awareness and resources, particularly in underrepresented communities, bridging the gap in information and support for those disproportionately affected by allergies. By empowering individuals from diverse backgrounds, the program fosters a strong sense of community.

**Claritin commits to helping restore the botanical balance one female tree at a time.** Example activations include funding the first female forest in Richmond Virginia in 2022, one of the worst US cities for allergies. Reducing pollen levels one female tree at a time.



# Unpacking Our Sustainability Champions

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## CHAMPION AREA 2: Safe & Healthy Indoor Living

### How Claritin Helps the Triple Challenge

In underserved communities, **poor housing conditions** often mean exposure to allergens like mold, dust mites, pet dander, and rodent droppings. Add the effects of climate events like flooding and hurricanes, and the risks multiply. These invisible triggers aren't just uncomfortable—they **fuel chronic conditions like asthma and allergies**. Children in low-income, urban areas are especially vulnerable, they're more likely to live in older, poorly ventilated homes where indoor **air quality is rarely a priority**.

While going outside could offer relief, many lack access to safe outdoor spaces, **making their exposure to indoor allergens constant and unavoidable**. Claritin believes both indoor and outdoor air quality shouldn't be a luxury- but a right. We collaborate with healthcare professionals to empower parents and schools with tools for allergy management, supporting legislation such as "Healthy Schools Act" to create safe, allergy-free environments where children can truly focus and flourish.



# Unpacking Our Sustainability Defend Areas

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## DEFEND AREA 1: Safe CO<sub>2</sub> & Air Pollutants

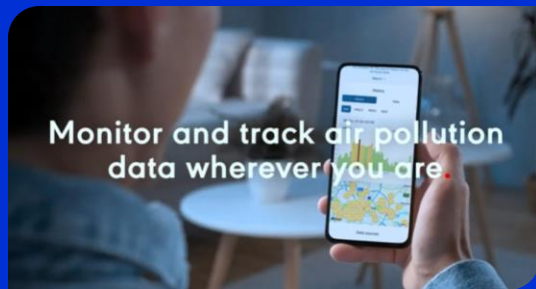
### Defending Our Air Territory

A responsible approach to emissions means minimizing Claritin's environmental impact across operations, while reinforcing our leadership in **the air health space**. As awareness of climate change grows, and brands like Otrivin take visible action, Claritin must be seen as part of the solution. Air pollution and CO<sub>2</sub> emissions directly impact respiratory health—our core territory—so inaction risks credibility and trust.

FOR FULL SUSTAINABILITY PLAYBOOK,  
VISIT THE [CLARITIN DIGITAL HUB](#)

Claritin is aligned with Bayer's 2030 climate goals, as part of BCH Sustainability agenda. This is a Defend Area—crucial for compliance, reputation, and consumer expectation, but not where we aim to differentiate. Our goal is to stay working with key suppliers to reduce emissions and improve upstream sustainability, its crucial for compliance, reputation, and consumer expectation, but not where we aim to differentiate. Our goal is to stay responsible, transparent, and aligned—without making this our headline.

More on our **emissions approach can be found in the Sustainability Playbook.**



Monitor and track air pollution data wherever you are.

### Actions to Breathe Cleaner

Over 80% of people live in areas where air quality is below guidelines set by the World Health Organisation (WHO). This new, exciting programme from **Otrivin** will educate your pupils on what air pollution is, the impacts on our health and what we can do about it! Inspiring, curriculum-linked resources will captivate pupils and there some fascinating facts to learn.

COP26: "Air Bubble" installation harnesses the power of nature, to clean the polluted air children breathe.

# Unpacking Our Sustainability Defend Areas

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## DEFEND AREA 2: Sustainable Packaging

### A Guilty-free Experience with Packaging

For Claritin, sustainable packaging means doing more with less—reducing waste, improving recyclability, and aligning with our air quality and environmental mission. We are evolving our packaging to use fewer materials, switch out plastic where possible, and make recycling easier through clearer labelling and design.

Guided by the “Green Pea” initiative, this work supports Claritin’s broader commitment to Conscious Pollination and Accessible Green Spaces—helping consumers feel good about choosing products that are lighter on the planet and easier to use.

Claritin is also exploring long-term ambitions like carbon-neutral packaging, aligned with Bayer’s broader sustainability goals and supported by efforts across our manufacturing and supply chain.

**As a Defend Area**, sustainable packaging is essential for compliance and consumer trust—but not where we seek to differentiate. It protects our reputation and supports our role as a responsible, forward-looking brand in the health and wellness space.

For full details, see the Claritin section in the Sustainability Playbook.

### Consumer Images & Current Packaging



# Sustainability | Defend Area 2

Claritin

## New Sustainable Primary Packaging | Bottles

As a Defend Area, we are changing our bottle packaging solutions to minimize our environmental footprint & make them recycle ready.

# FROM

✗ Non recyclable bottles

- ✗ Mixed materials
- ✗ Pigmented PET
- ✗ Foil label
- ✗ Cylinder shape



# TO

✓ Recycle ready, recyclable mono-material solutions

- ✓ Mono-material components
- ✓ Recyclable materials
- ✓ Non-cylindrical shape for easier recycling recapture
- ✓ Potential for lighter weight bottles



2028+



\* New design awaiting confirmation with final research