



# Packaging Guidelines

Version 1 - July 2025



**Bepanthen<sup>®</sup>**

# Welcome to our Bepanthen Packaging Guidelines

Our packaging plays a vital role in how we build our brand equity and connect with consumers. These guidelines have been created to demonstrate how the new Bepanthen® brand visual identity can be deployed to create our packaging.

The Bepanthen® global portfolio is both vast and varied and as such these guidelines have been developed to demonstrate how consistency can be achieved whilst allowing flexibility when required.

Every attempt has been made to ensure all creative principles contained within this document can be practically implemented across all packaging types. However, there are a number of more challenging format constraints that require specific principles and these are highlighted later in this document.

Please review carefully and follow these guidelines when creating Bepanthen® packaging. Should you have any questions please contact the global Bepanthen® Megabrand team.

**Global master artworks are available for a variety of pack types and sizes, across the various franchises in DART. Refer to page 67 for details.**



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# 1.0

## Our Core Elements

# Our Core Elements - Creative Foundations

Our brand hive informs our design idea and design principles that guide our brand visual world, key brand assets & packaging.

Please refer to Bepanthen Brand Frames and Brand Visual World Guidelines.

## Our Brand Hive



## Our Design Idea

**Design Idea**

**Skin Science Simplicity**

With your nature, appear the diverse and ranges of everyday life. Vulnerable skin things disrupted and even it can give you doing things and enjoying life with the people you love.

We understand you just want to feel comfortable. You want your skin to be healthy and to look good. To wear your skin health so that you can enjoy life. Dependable skin health brand that simply works. From dry skin to sensitive and curly, generations have trusted us to help them to complete skin health and avoid problems at all.

Ours is a simple story. We pioneered the topical care of Bepanthen. It's based on the skin science vision. Countless clinical studies prove that our science simply works and soothes skin from the inside out. That's it.

No fragrance, no colors, no unnecessary additives, and of course, no harsh ingredients. With the goal of making it possible to use. Transforming the skin healing, but don't need to help you with the unnecessary chemistry, design or over-complicated graphics.

Instead, we show you our science and benefits in a naturally, refined, human and down to earth way. Expressing everything you need to know, and nothing you don't.

We bring Skin Science Simplicity.

## Our Design Principles

**Dependable**

We have been skin health pioneers for 80 years. We formulated by experts that truly understand skin health, and have the clinical studies to prove it.

Our science is reliable and solid, so we are transparent about what we offer.

Consistent, straight-forward claims show how our 80 formulations gently soothe and restore skin from the inside layers out.

We express our science confidently through structured layouts and intuitive graphics to show what we're trustworthy.

**Humanising**

We solve skin health problems that really affect people's everyday lives and emotions. We restore people to feeling healthy, human and back in harmony again.

As we believe strong science resonating with accessible language and patients form of care - never talking down to people.

Everything we do is delivered in a warm, reliable way that showcases our empathy. We are real people and use the resources in our imagery, nothing staged and overdone.

**Uncomplicated**

We tell the story of what we deliver with clarity and elegance: skin science that simply works.

Just as we remove unnecessary additives from our products, we do this with design and messaging. We don't muddle with complicated technical language or graphics. The essentials, and nothing more.

Where others shout, we take a more modern look in most approaches and show up in a clear, contemporary way that cuts through the noise.

**Dry skin cannot be managed**

**Gentle yet effective skincare**

The perfects and restores from deep within.

**Fast healing is impossible**

# Our Core Elements - Brand Assets & Packaging

For further guidance on our brand visual world, please refer to our Bepanthen® Brand Visual World Guidelines

## Our Key Brand Assets

14 | 2.0 Our Key Brand Assets | Asset Grid

<b>Core Brandmark</b> 	<b>Wordmark</b> 	<b>Typography</b> <p>PT Serif Bold (Header)          Gilroy Bold          Gilroy Medium (Body Copy)</p>	<b>Tone of Voice</b> <p>Healthy skin from inside out</p>
<b>Colour Palette</b> <p>Masterbrand Primary          Masterbrand Secondary          Possible Accent Colours</p>	<b>Iconography styling</b> 	<b>Product Photography</b> 	<b>Photography</b> 

## Our Brand Visual World

48 | 4.1 Activating Bepanthen | Consumer Journey

	Awareness	Consideration	Purchase
Masterbrand			
Baby			
Adult/Infected Skin			

## Our Packaging

10 | 5.0 Our Creative Foundation | Our Packaging Portfolio

# Our Core Elements - Core Logo

We underline our identity with our Bepanthen Fresh Blue to bring strong ownability to our mark. The 'P' descends into the line to reflect our product benefit as an actively effective skin repair product that works deep within.

**Bepanthen**<sup>®</sup>

**Bepanthol**<sup>®</sup>

Both versions are available in AI, PDF, PNG, JPG

**Bepantol**<sup>®</sup>

**Bepanthenol**<sup>®</sup>

**Bepanthere**<sup>®</sup>

Alternative spelling versions are available, please contact your graphics manager

**비판텐**<sup>®</sup>

KOREAN: Bepanthen

**비판톨**<sup>®</sup>

KOREAN: Bepanthol

Logo in alternative alphabets are available, for example Korean, please contact your graphics manager

# 2.0

## Our Packaging Framework

# Our Packaging Framework - Strategic Product Portfolio

In line with our brand architecture, we organize our portfolio with a clear brand hierarchy and consistent taxonomy. Allowing each Franchise its own identity but within a masterbrand framework.

## BABY & KIDS SKIN HEALTH

## MINOR WOUNDS

## ADULT MEDICATED SKINCARE

## ADULT MEDICATED SKINCARE

## COMPROMISED SKIN

### HEAL MY SKIN NOW



Baby Nappy Rash



Minor Wounds Treatments



Dry & Irritated Skin Multi-purpose Treatments



Tattoo Treatment



Eczema Treatments

### PROTECT MY SKIN ALWAYS



Baby & Kids Daily Skincare



Dry Skin, Daily Management (body, face, hand, lip)



Tattooed Skin Daily Management



Eczema Daily Management

For pack size and format variants of above formulations, refer to the [Skin Health Product Catalogue](#)

# Our Packaging Framework - Franchise Visual Language

Each franchise has been created using a specific set of visual codes which drive clear differentiation whilst connecting the portfolio to a masterbrand strategy. The specifics of each of these elements is explained over the following pages.

1. Franchise Identity,
2. Colour Palette
3. Product Benefit Icons

1

BABY & KIDS SKIN HEALTH

**Bepanthen<sup>®</sup> baby**

MINOR WOUNDS

**Bepanthen<sup>®</sup> WOUNDS**

ADULT MEDICATED SKINCARE

**Bepanthen<sup>®</sup> DERMA**

ADULT MEDICATED SKINCARE

**Bepanthen<sup>®</sup> TATTOO**

COMPROMISED SKIN

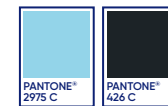
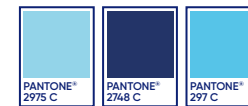
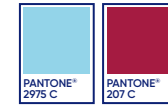
**Bepanthen<sup>®</sup> ECZEMA**

HEAL MY SKIN NOW

2



3



PROTECT MY SKIN ALWAYS

2



3



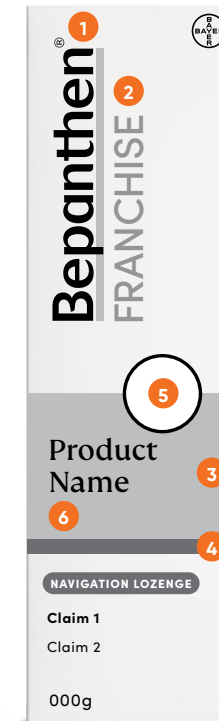
N/A



# Our Packaging Framework - Fixed Elements

How our principles CREATE our FIXED packaging framework

- 1 **Logo and position**  
Placed top left horizontally or vertically, follow Master Artwork Files (MAW) for further details.
- 2 **Franchise typography and position**  
Placed to the right or below the logo. Size is dependant on regulation and colour/font is dependant on franchise
- 3 **Bepanthen broad blue band**  
Width of bands depends on position in brand architecture. Do not deviate from provided width guidance
- 4 **Franchise navigation band**  
Width of bands depends on position in brand architecture. Do not deviate from provided width guidance
- 5 **Icon**  
FOP icons are to feature main product benefit, technology or category cue. No more than one icon on front of pack recommended.
- 6 **Front of Pack (FOP) Hierarchy**  
Follow FOP hierarchy and position of product name /navigation lozenge / claims as per guidance. Recommendation is to feature 2 FOP claims and maximum of 3.



Disclaimer: certainly, due to regulatory restrictions and requirements the recommended fixed elements may need adjustment or even removal in certain cases (e.g. if front of pack icon on OTC medicines is not allowed in a country).

# Our Packaging Framework - Pack Definitions



**Locked Asset**  
Must not be moved. Any deviation must be escalated for approval

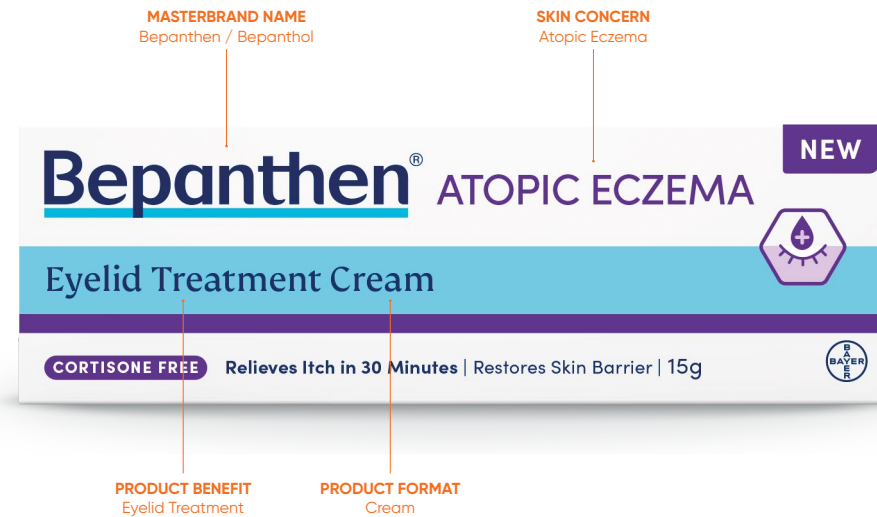
**Partially Locked Asset**  
Position locked but reasonable design amends permitted, without escalation

\* Not all franchises will feature a subheading

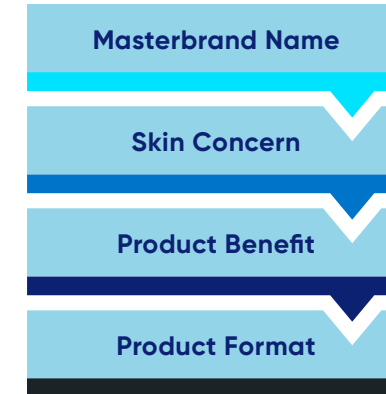
# Our Packaging Framework - Naming Principles

In order to provide both clear and intuitive navigation across our product portfolio, a definitive set of naming principles has been developed.

The aim is to help both our consumers and HCPs to navigate our portfolio through a consistent naming convention.



## Recommended Naming Architecture



**Disclaimer:** Certainly, local regulations and commercial nuances for existing portfolio may influence the implementation of the naming architecture guidance. For recommended full product name by formulation, please refer to the Skin Health Product Catalogue or the global master artworks. Local full product names need to be built cross-functionally respecting local context whilst following the naming principles as much as feasible aiding consumers.

# Our Packaging Framework - Front of Pack Hierarchy

Guided by our brand architecture, we organize our portfolio of sub-brands and products, aiming for clear naming and messaging hierarchy on front of pack (FOP) that is aligned with our strategy and help our consumers and HCPs to navigate the portfolio.

These examples illustrate the recommended Front of Pack Hierarchy across select products of the portfolio.

## BABY & KIDS SKIN HEALTH

### HEAL MY SKIN NOW

1. **Brand:** Bepanthen
2. **Franchise:** Baby
3. **Product Name:** Nappy Care Ointment
4. **Lozenge:** Repairs & Protects
5. **Primary Claim:** Clinically Proven
6. **Secondary Claim:** Paediatrician and Dermatologist Tested
7. **Mandatories:** 100g

### PROTECT MY SKIN ALWAYS

1. **Brand:** Bepanthen
2. **Franchise:** Baby & Kids
3. **Lozenge:** Nourish & Protect
4. **Product Name:** Bath & Wash
5. **Primary Claim:** Gently cleanses whilst helps support healthy skin development
6. **Secondary Claim:** Tested with Paediatricians and Dermatologists
7. **Tertiary Claim:** From 1<sup>st</sup> Bath
8. **Mandatories:** 400ml

## MINOR WOUNDS

1. **Brand:** Bepanthen
2. **Franchise:** Wounds / First Aid
3. **Product Name:** Antiseptic Healing Cream
4. **Primary Claim:** Disinfects and heals
5. **Secondary Claim:** Clinically Proven
6. **Mandatories:** 100g

N/A

## ADULT MEDICATED SKINCARE

1. **Brand:** Bepanthen
2. **Franchise:** Derma
3. **Product Name:** Intensive Repairing Ointment
4. **Lozenge:** Very Dry & Rough Skin
5. **Primary Claim:** Soothes and naturally repairs skin barrier
6. **Secondary Claim:** Clinically Proven
7. **Mandatories:** 100g

1. **Brand:** Bepanthen
2. **Franchise:** Derma - Dry Skin
3. **Product Name:** Gentle Body Wash
4. **Primary Claim:** Soothes the skin and cleanses while retaining its natural moisture
5. **Secondary Claim:** Clinically Proven
6. **Tertiary Claim:** For Dry Skin
7. **Mandatories:** 400ml

## ADULT MEDICATED SKINCARE

1. **Brand:** Bepanthen
2. **Franchise:** Tattoo
3. **Product Name:** Intensive Care Ointment
4. **Lozenge:** Clinically Proven
5. **Primary Claim:** Intensive tattoo care and protection for fast skin recovery
6. **Mandatories:** 100g

1. **Brand:** Bepanthen
2. **Franchise:** Tattoo
3. **Product Name:** Gentle Wash
4. **Primary Claim:** Gently cleanses while maintaining skin's natural moisture
5. **Secondary Claim:** Free from soap, alcohol and fragrance
6. **Tertiary Claim:** Clinically tested on tattooed skin
7. **Mandatories:** 200ml

## COMPROMISED SKIN

1. **Brand:** Bepanthen
2. **Franchise:** Atopic Eczema
3. **Product Name:** Treatment Cream
4. **Lozenge:** Cortisone Free
5. **Primary Claim:** Relieves itch in 30 minutes
6. **Secondary Claim:** Restores skin barrier
7. **Mandatories:** 50g

1. **Brand:** Bepanthen
2. **Franchise:** Eczema
3. **Lozenge:** Prone Skin
4. **Product Name:** Moisturizing Cream
5. **Primary Claim:** Hydrates and protects the skin from dryness and redness for at least 3 months
6. **Secondary Claim:** Supports a healthy skin microbiome
7. **Tertiary Claim:** Clinically Proven
8. **Mandatories:** 400ml

# Our Packaging Framework - Defining which Format

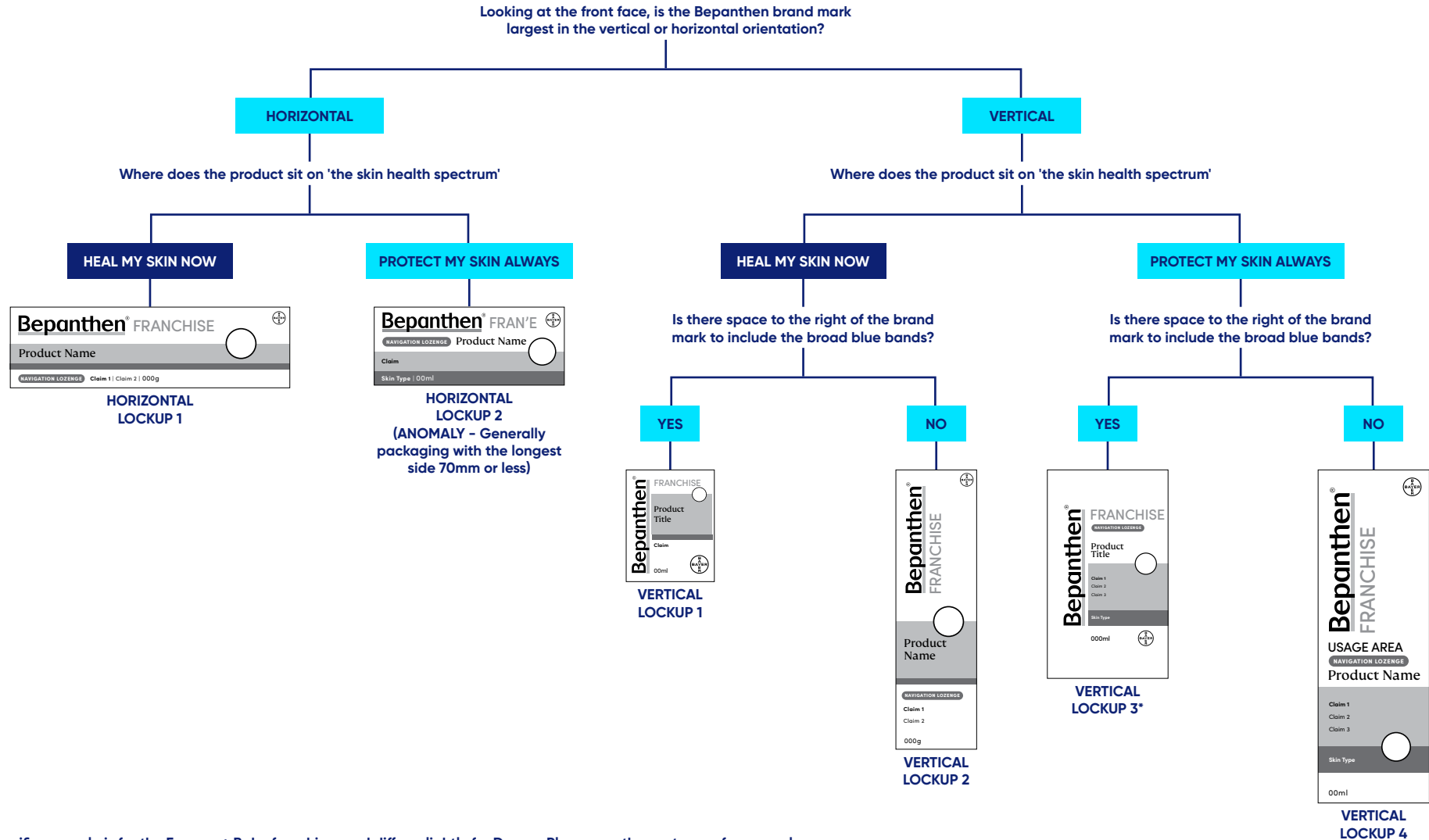
## Brand Mark

The prominence of the brand mark on pack is paramount and as a result it's presence needs to be maximised within the available space. This will then determine the layout format required for each pack type, which currently falls into 6 different lockups.

## Front Face

The front face on some formats such as tubes and cylindrical tubes/ bottles may not always be immediately obvious and so it is important to look at the cutter in detail to determine this.

Referencing previous designs of the same product will also aid in determining the front face area.



# Our Packaging Framework - Format Examples

Horizontal lockup 1



Horizontal lockup 2



Vertical lockup 1



Vertical lockup 2



Vertical lockup 3



Vertical lockup 4



# Our Packaging Framework - Flexed

Flex within the design system may be required due to potential local language, product positioning, heritage design cues, regulatory and cultural context. Please refer to your megabrand team and/or graphics manager for support on elements needing flex.

## EXAMPLES OF FLEX

Flex due to language / alphabet

Bepanthen logo

Korean Bepanthen logo

Korean Bepanthol logo

Flex due to regulations and/or market positioning (i.e.. Potential multi-purpose positioning for pomade)



Design Intent Reference



Alternative franchise name due to regulations

Flex due to regulatory required restrictions on naming conventions (i.e.. Eczema SensiCalm MD)



Design Intent Reference



Fantasy name due to regulations and alternative front of pack icon due to commercial reasons

Flex due to regulatory required restrictions on icons and full product naming (i.e.. minor wounds healing ointment)



Design Intent Reference



Removal of icon and franchise name due to regulations

Flex due to regulations and/or market context (i.e.. removal of Derma sub-brand name)



Design Intent Reference



Removal of franchise due to regulations

# 3.0

## Building a Pack

# Building a Pack - Overview

## Step 1:



### Franchise

Identify the franchise  
e.g. Baby, Dry Skin,  
Eczema, Wounds

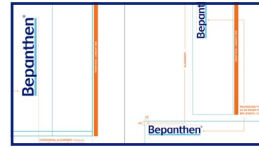
## Step 2:



### Skin Health Spectrum

Where does the product sit on the spectrum?  
e.g. Heal my skin now

## Step 3:



### Brand mark size

Scale based on pack format e.g. tube, spray, carton. This is critical as the underline will determine the scale of the grid in Step 4.

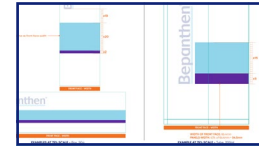
## Step 4:



### The Grid

Understand how the grid system is created and works as a whole

## Step 5:



### Panels

Top and bottom panels which hold the product title or claims

## Step 6:



### Assets

Position all other assets according to the grid structure e.g. Franchise Suffix, New Flag, Lozenge icon + Bayer Cross logo

## Step 7:



### Copy

Position all copy according to the grid structure e.g. Product Title, Claims, Key Benefit, Metric

Universally applied across all franchises

Specific per franchise

# Building a Pack - Step 1: - Defining which Franchise

Our product portfolio is curated into franchises. A group of products specifically targeting different consumer needstates. Ensure you are clear as to which franchise you are working within.

Core brand assets such as the Bepanthen® logo, Bayer cross logo and blue band are fixed whilst other assets flex, based on the franchise. A detailed look into each franchise can be found later in this document (See page 45).

## BABY & KIDS SKIN HEALTH



## MINOR WOUNDS



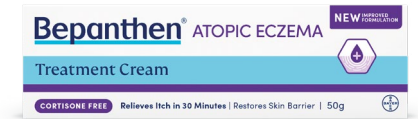
## ADULT MEDICATED SKINCARE



## ADULT MEDICATED SKINCARE



## COMPROMISED SKIN



# Building a Pack - Step 2: - Skin Health Spectrum

Each Franchise (Baby, Derma etc) is split into two distinct consumer needstates which are detailed below. They have their own set of creative principles and utilise colour in a specific way.

## HEAL MY SKIN NOW

- More medicated look & feel
- Increased amount of white and reduction in blue
- Less accent colour which typically conveys more medicinal look and feel as treatment products
- Use for targeted treatment, on different areas around the body, as and when needed

## PROTECT MY SKIN ALWAYS

- More daily skincare look & feel
- Increased amount of blue and in Derma Dry Skin, layers of blue used
- More accent colour appropriate for daily skin health products
- To protect skin, to be used on the entire body everyday

## COMPROMISED SKIN

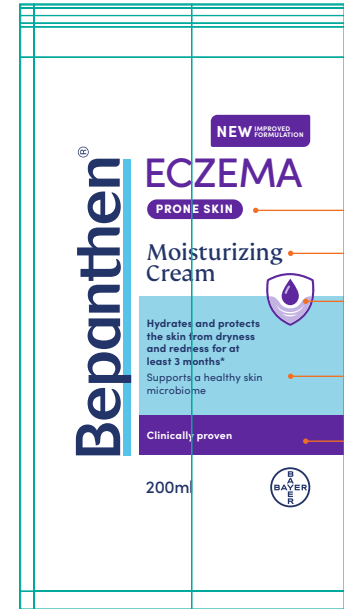
### HEAL MY SKIN NOW



- Icon centre aligns to the top of the top panel
- Product title sits within the top panel
- Bottom panel is thin
- Lozenge sits below the panels and product title
- Claims sit outside of the panels

EXAMPLE AT 50% SCALE  
1\_1615658\_BPN\_Sensicalm Sensiderm Box 50g

### PROTECT MY SKIN ALWAYS



- Lozenge sits below the franchise title
- Product title sits above the top panel
- Icon centre aligns to the top of the top panel
- Claims sit inside of the panel
- Bottom panel featuring skin type or tertiary claim

EXAMPLE AT 50% SCALE  
7\_1615656 BPN Sensidaily Daily Moisturising Cream Tuf\_200ml

# Building a Pack - Step 3: Defining the Brand Mark Size

To obtain visual consistency, a system has been developed in terms of scaling the brand mark which will be detailed over the next few pages



# Building a Pack - Step 3: Defining the Brand Mark Size

To determine the Bepanthen® brand mark (BM) size:-

- Find the dimensions of the longest side (LS) of the front face
- Using the table below as a guide, identify the percentage required and scale the Bepanthen® brand mark (minus the ®) accordingly

**These are principles only and not fixed rules**

BOX			
Longest side of front face is	< 72mm	72mm - 138mm	> 138mm
BM Length (minus ®) =	45%	41.5%	38%

LABELS		
Longest side of front face is	< 100mm	> 100mm
BM Length (minus ®) =	49%	62.5%

LANDSCAPE TUBES		
Longest side of front face is	< 65mm	> 65mm
BM Length (minus ®) =	42%	38%

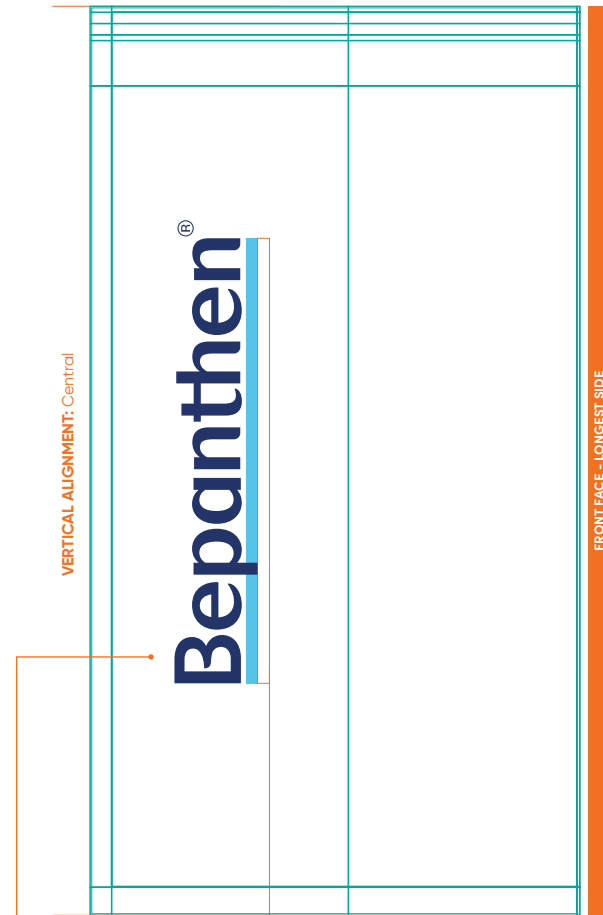
DOY PACKS + SACHETS		
Longest side of front face is	< 200mm	> 200mm
BM Length (minus ®) =	49%	44%

BOTTLES + WRAPS + PORTRAIT TUBES		
Longest side of front face is	< 140mm	> 140mm
BM Length (minus ®) =	75%	49%

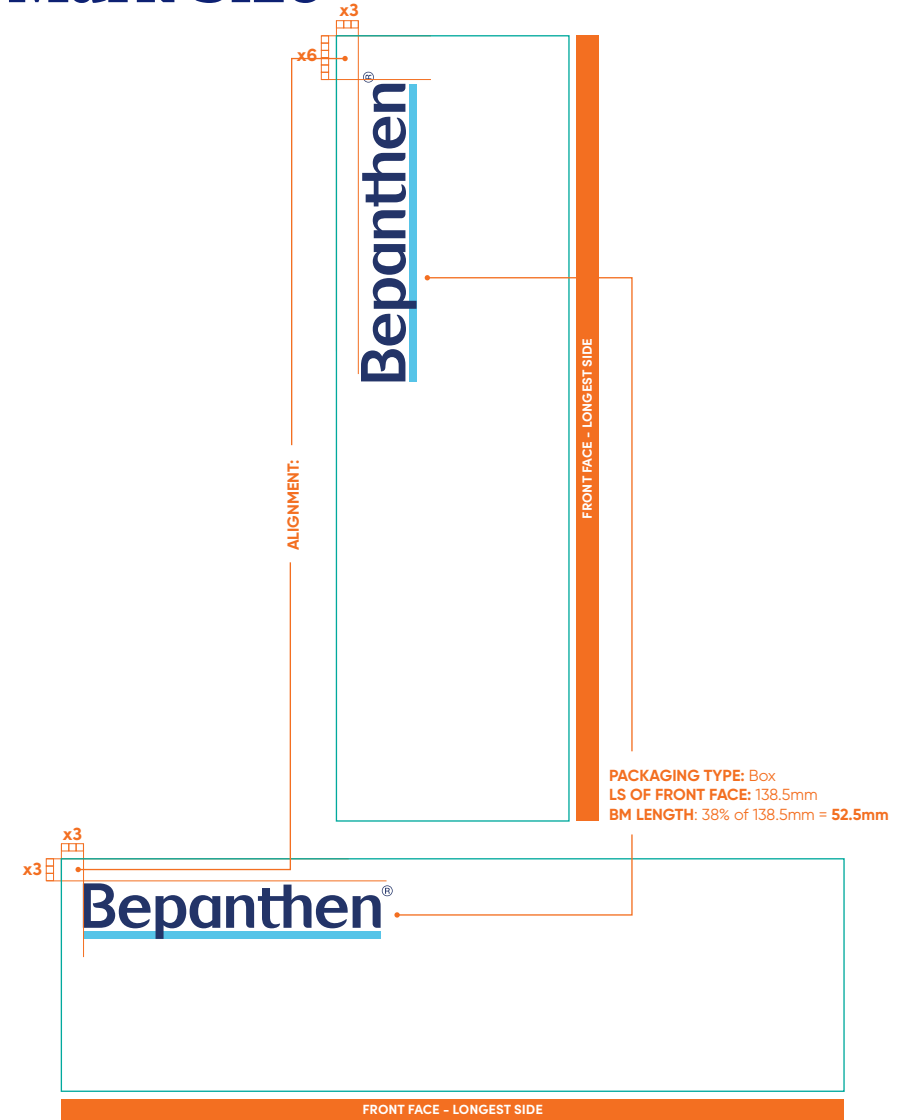
**PACKAGING TYPE:** Portrait Tube  
**LS OF FRONT FACE:** 160.3mm  
**BM LENGTH:** 49% of 160.3mm = **78.5mm**  
**WIDTH OF FRONT FACE:** 86.4mm  
**BM POSITION FROM RIGHT:** 63% of 86.4mm = **54.5mm**

**HORIZONTAL ALIGNMENT:** Measure the width of the front face and from the right hand side establish where 63% of the total width is located. The brandmark should then be positioned one underline away from this position.

**KEY**  
**X0** UNDERLINE SPACING



EXAMPLE AT 75% SCALE - Tube\_200ml



EXAMPLES AT 75% SCALE - Box\_50g

# Building a Pack - Step 4: The Grid

At the heart of all our pack designs sits a structured design grid. It serves as the invisible framework that ensures visual harmony, consistency, and clarity across all formats and creates order, helping to guide the viewer's eye.

At the same time, flexibility within the grid allows for creativity and adaptability, enabling the design to respond to varying content and formats without compromising the Bepanthen® brand integrity.

The grid system has been created using the underline from the Bepanthen® logo as a unit of measurement. Dependant on the logo size, the grid scales proportionally, allowing all elements to have a consistent visual relationship with the logo.



# Building a Pack - Step 4: The Grid Overview

An overview of how the grid creates visual harmony across different pack types and different architectures

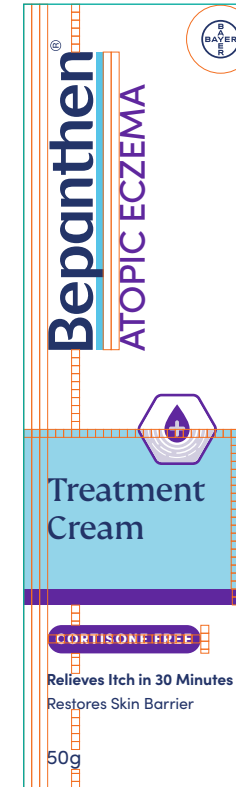
The following pages will detail how the grid structure works across different pack types and how each asset functions within the grid



PACK VISUAL



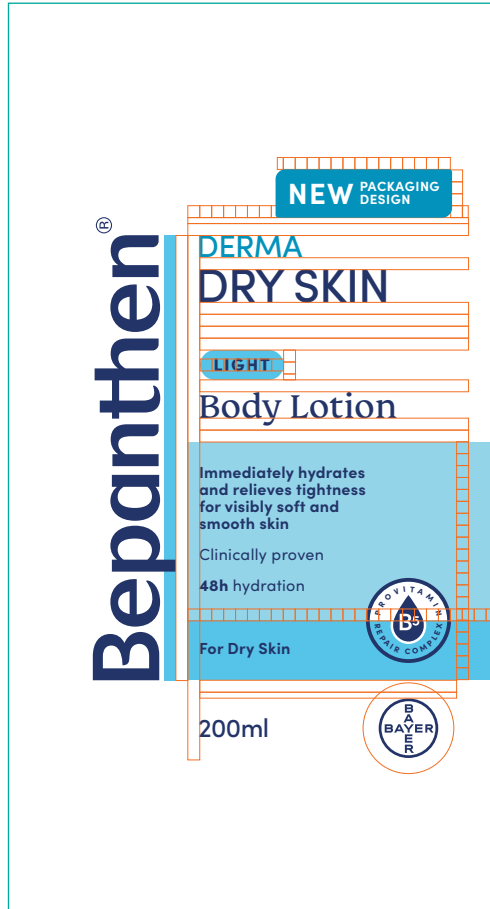
EXAMPLE AT 75% SCALE  
Ref: AW.MAW-73456-01



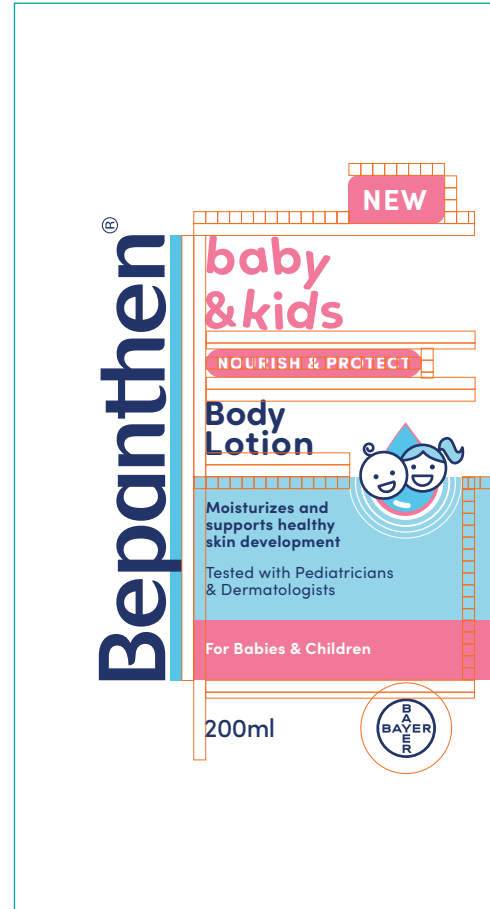
EXAMPLE AT 75% SCALE  
1\_1615658\_BPN\_Sensicalm Sensiderm Box 50g

# Building a Pack - Step 4: The Grid Examples

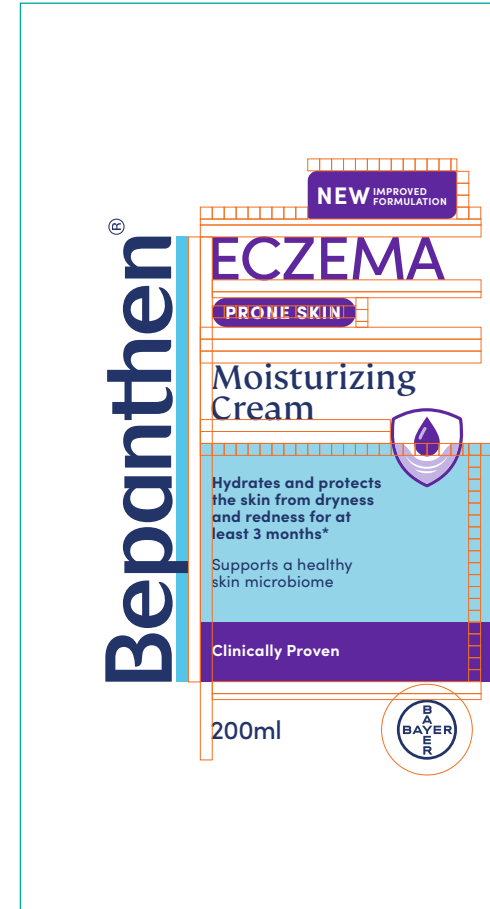
OVERVIEW OF HOW THE GRID WORKS ON THE SAME PACK BUT ACROSS THE DIFFERENT FRANCHISES



EXAMPLE AT 75% SCALE  
Ref: AW.MAW-73520-01



EXAMPLE AT 75% SCALE  
Ref: AW.MAW-70022-03

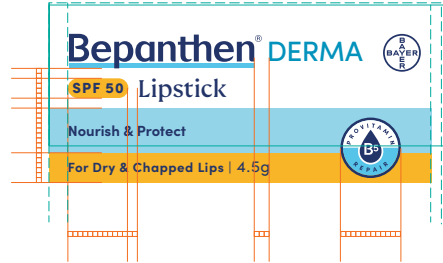


EXAMPLE AT 75% SCALE  
Ref: AW.MAW-73456-01

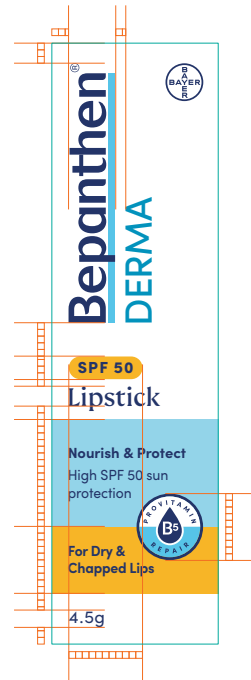
# Building a Pack - Step 4: The Grid Scalability

## Design Robust Scalability

Whilst the grid system is locked in terms of the underline spacing, it's application shows how it is able to flex whilst creating uniformity across all pack types and sizes



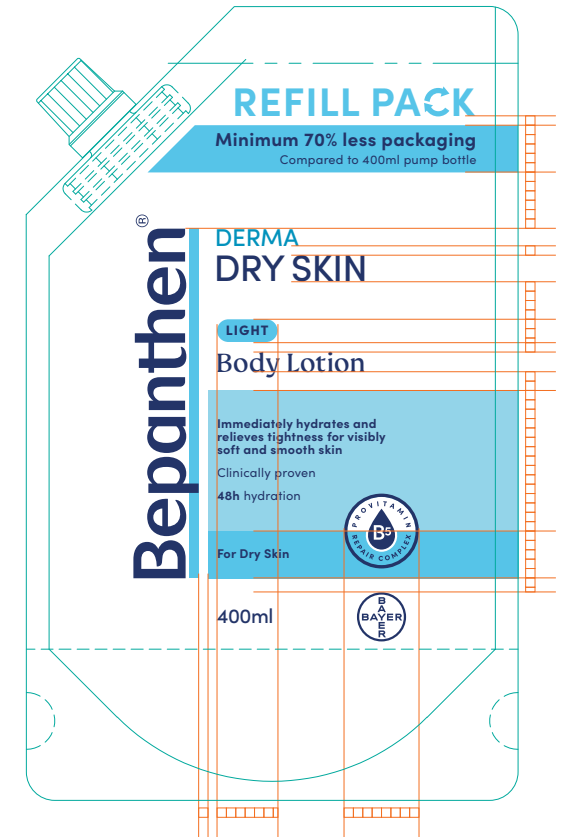
EXAMPLE AT 100% SCALE  
Ref: 42\_614557\_BPN Lipstick TUR\_4.5g



EXAMPLE AT 100% SCALE  
Ref: 41\_1614557\_BPN Lipstick Box\_4.5g



EXAMPLE AT 100% SCALE  
Ref: 1\_1614360 BPN Hand Cream Oasis 2 TUF\_50ml



EXAMPLE AT 50% SCALE  
Ref: 2\_1614317 BPN Body Lotion Oasis Light DOY\_400ml

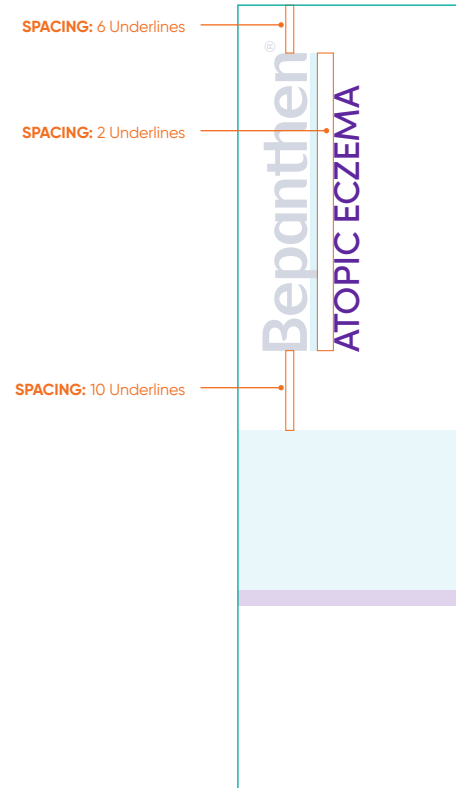
**In order to demonstrate the creative principles of  
of this document the Eczema franchise has been  
used as the key example and begins at Step 5.**



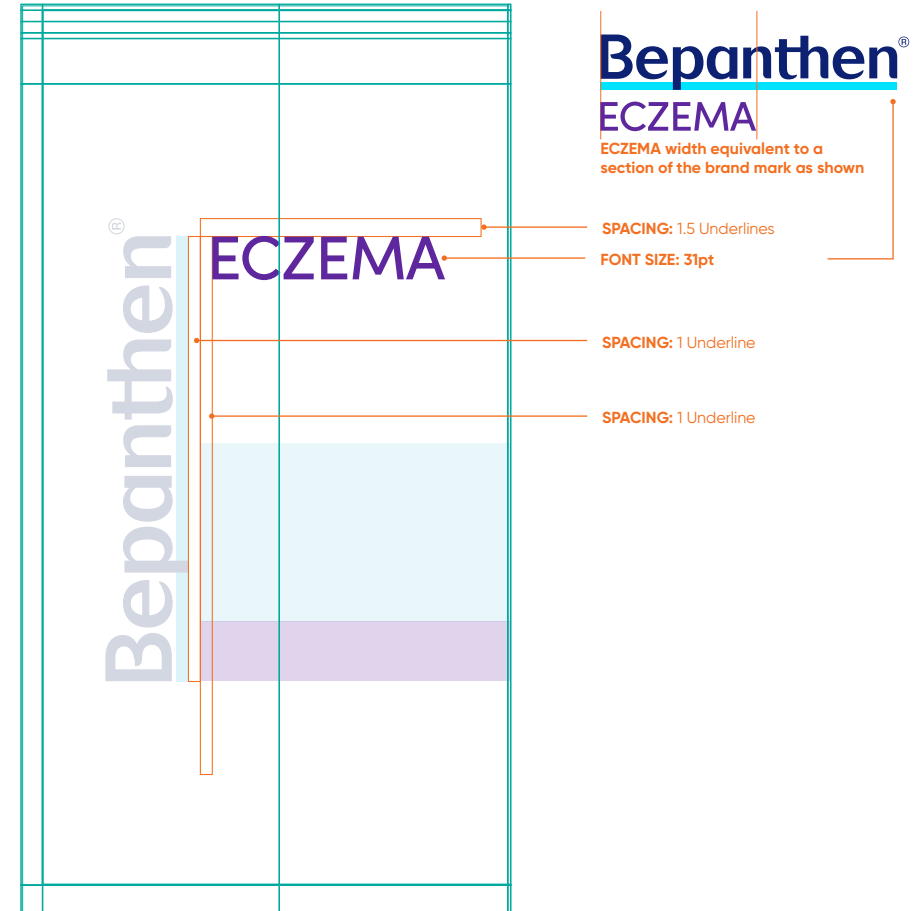
# Building a Pack - Step 6: Franchise Title

Utilising the grid structure, position the franchise suffix as shown on the right

**NOTE: Where spacing and assets sizing needs adjusting, please do so by underline increments of 1/4, 1/2 or 1.**



**EXAMPLE AT 50% SCALE**  
1\_1615658\_BPN\_Sensicalm Sensiderm Box 50g



**EXAMPLE AT 50% SCALE**  
Ref: AW.MAW-73456-01

# Key Assets - Step 6: Icon & Lozenge

## Icons Size

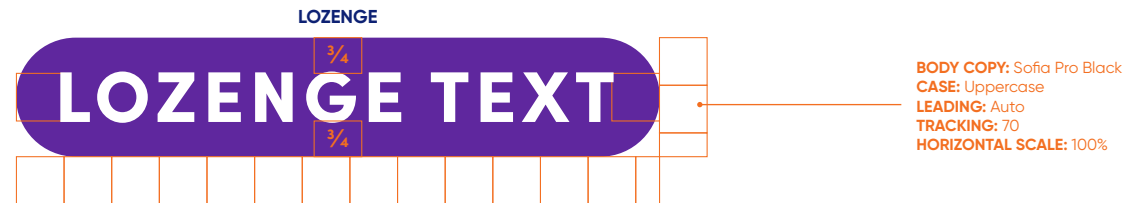
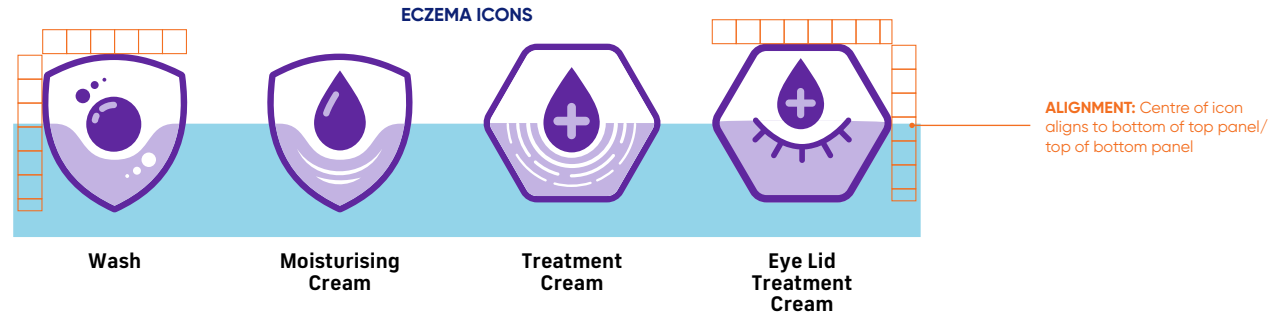
The icons are generally 6-8 underlines high/wide with the centre line aligning to the bottom of the top panel/top of the bottom panel.

## Lozenge Size

The Lozenge height is 2.5 underlines high. The width is based on the length of the text, but must always be adjusted by increments of the underline. There must be 1 underline spacing to the left and right of the text and  $\frac{3}{4}$  underline spacing to the top and bottom of the text.

## Lozenge Colour

On light backgrounds, the text features in Pantone® 2748c and on dark backgrounds, it features in white.



# Key Assets - Step 6: New Flag

## New Flag

Only features on products that are new to the market or have aspects of the product which have been revisited. When the product is the same as previously launched or has limited space, then no new flag is required.

## New Flag Colour

This will be the same as the franchise colour.

## New Flag Size

The New Flag height is 4 underlines high. The width is based on the length of the text, but must always be adjusted by increments of the underline. There must be 1 underline spacing around the text.

The next page shows how the key assets fit into the grid system



**BODY COPY:** Sofia Pro Bold  
**CASE:** Uppercase  
**LEADING:** Same as text size  
**TRACKING:** 40  
**HORIZONTAL SCALE:** 100%



### ADDITIONAL EXAMPLES



# Key Assets - Step 6: Bayer Cross Logo

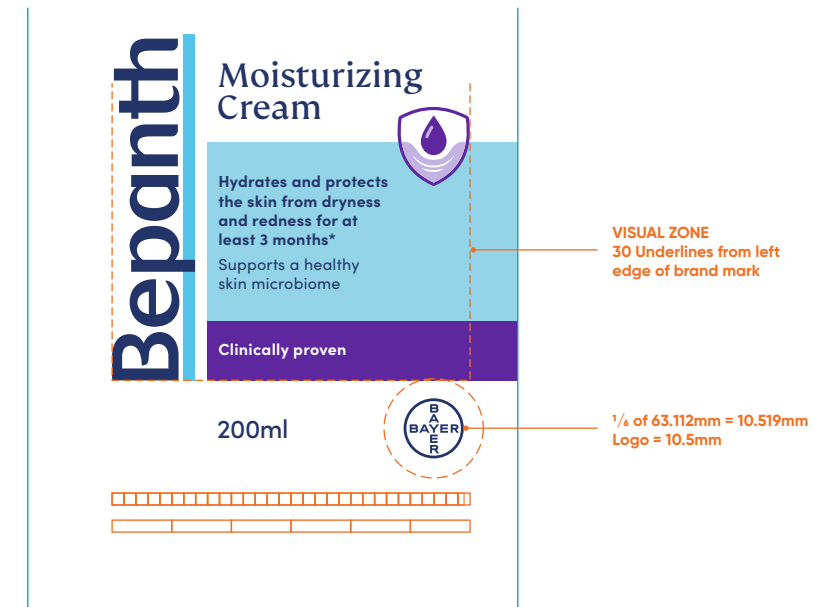
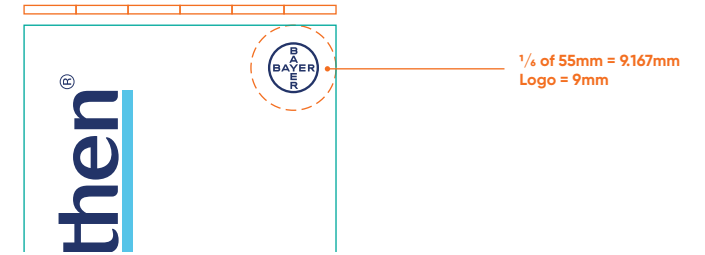
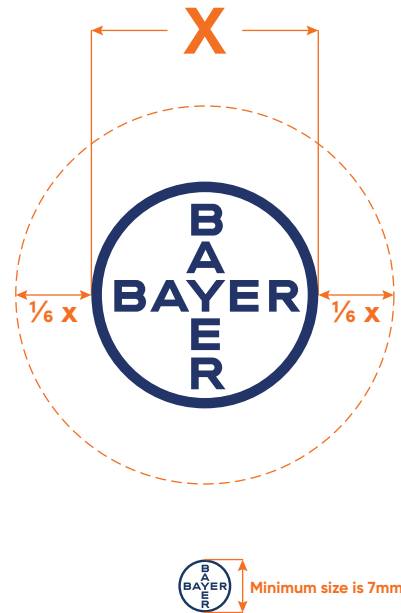
## Size

The Bayer Cross Logo must be  $\frac{1}{6}$  of the shortest pack side (rounded to the nearest 0.5) unless this brings the measurement below 7mm, in which case the logo stays at 7mm. In extreme circumstances, where the packaging is small, 5mm is acceptable.

On tubes and bottles, the full width of the front face will make the Bayer Cross Logo too large. In this instance, a **visual zone** is created, which extends from the left edge of the brand mark and 30 underlines to the right.  $\frac{1}{6}$  of this visual zone will then give you the Bayer Cross Logo size.

## Positioning

The Bayer Cross Logo should appear on plain backgrounds with care being taken that the exclusion zone is respected. The ideal position is the top right corner but it can also appear on the bottom. When it appears on the bottom, the logo should be centrally aligned to the icon.



EXAMPLES SHOWN AT 75% SCALE

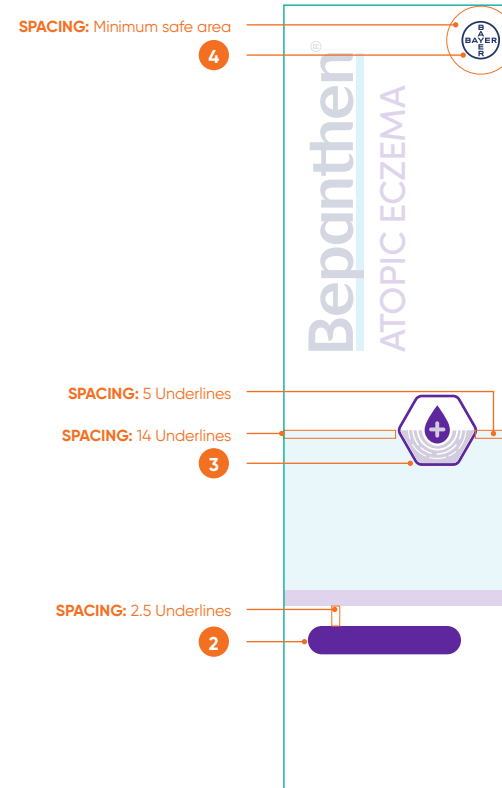
# Building a Pack - Step 6: Assets

Utilising the grid structure, position the assets as shown on the right

**NOTE: Where spacing and assets sizing needs adjusting, please do so by underline increments of 1/4, 1/2 or 1.**

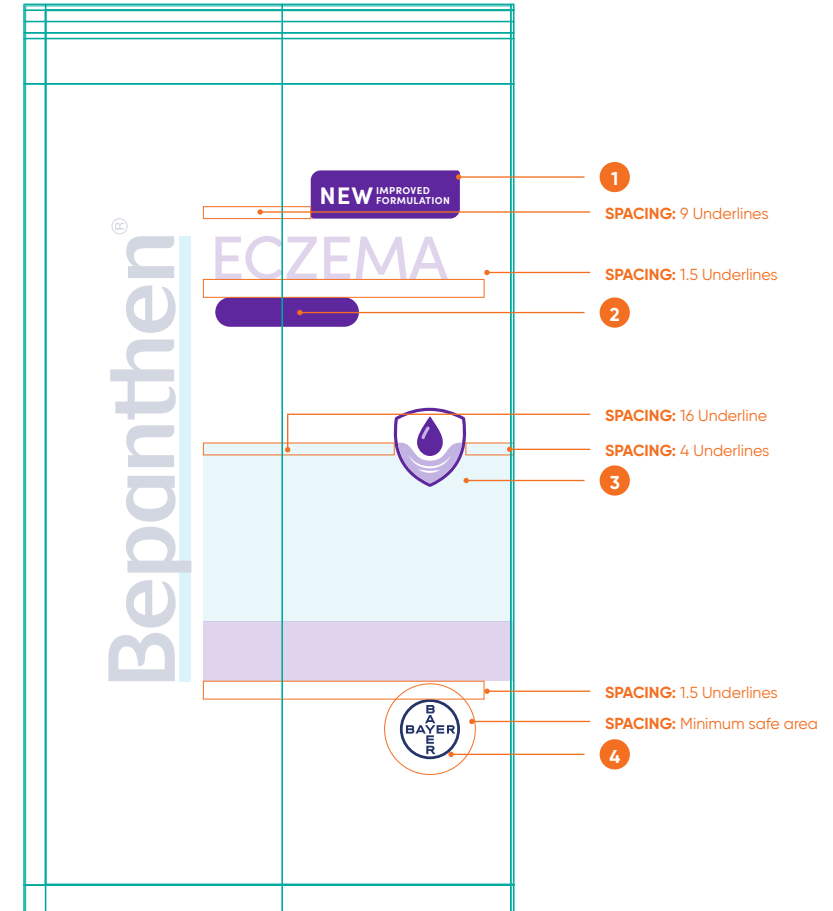
### Assets:

- 1 NEW FLAG
- 2 LOZENGE
- 3 ICON
- 4 BAYER CROSS LOGO



EXAMPLE AT 50% SCALE

1\_1615658\_BPN\_Sensicalm Sensiderm Box 50g



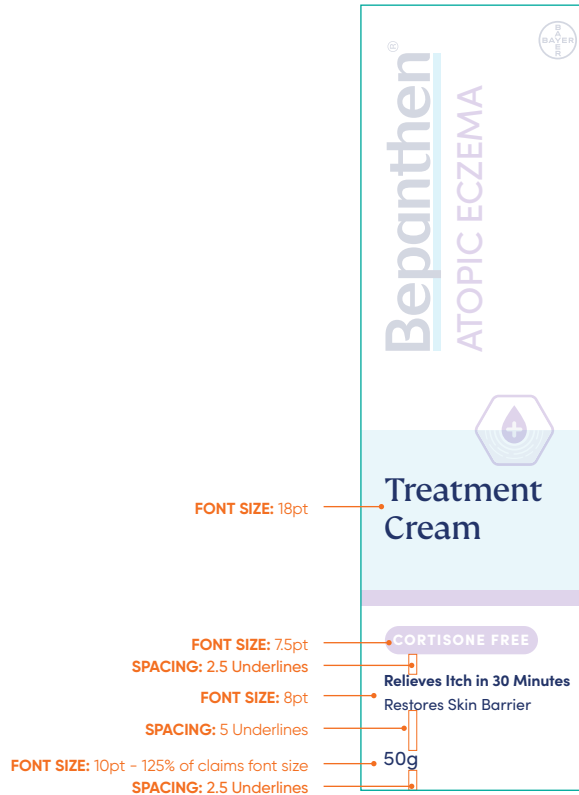
EXAMPLE AT 50% SCALE

Ref: AW.MAW-73456-01

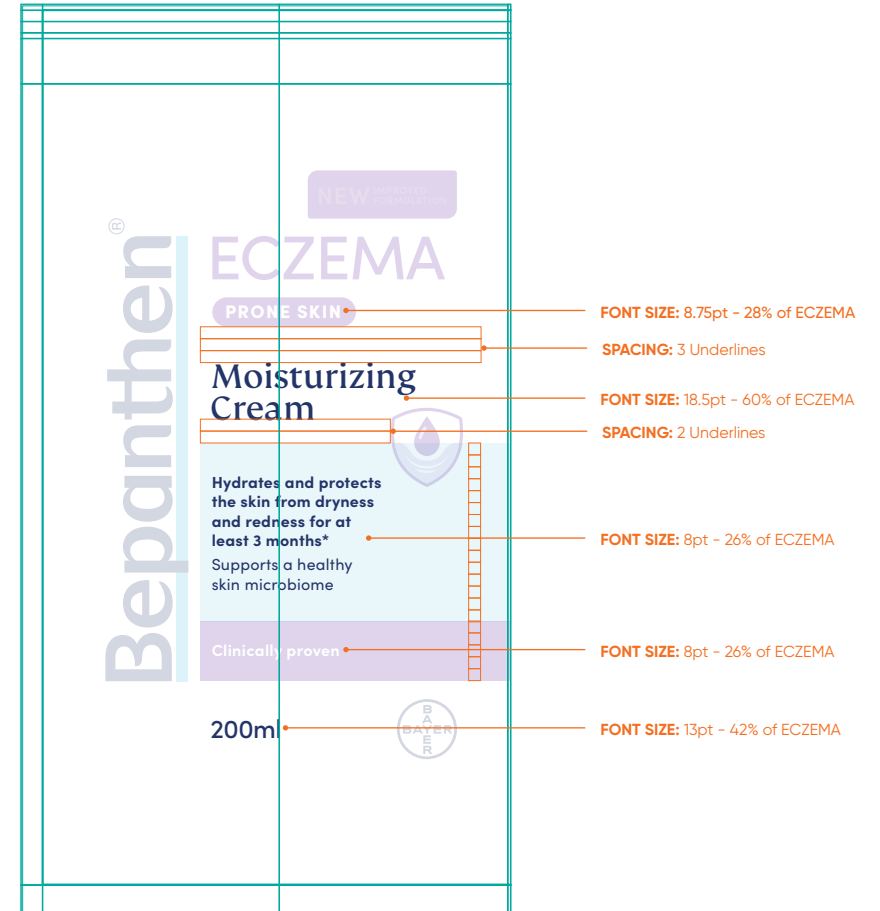
# Building a Pack - Step 7: Copy

Utilising the grid structure, position the copy as shown on the right

**NOTE:** Where spacing and assets sizing needs adjusting, please do so by underline increments of 1/4, 1/2 or 1.



EXAMPLE AT 50% SCALE  
1\_1615658\_BPN\_Sensicalm Sensiderm Box 50g



EXAMPLE AT 50% SCALE  
Ref: AW.MAW-73456-01

# Key Assets - Typography

**Sofia Pro** is the primary typeface used across the Bepanthen® packaging.

There is an additional typeface, **FS Kim Regular** which is used on the product titles for franchises Derma, Eczema and Wounds.

- 1 **Sofia Pro Regular**  
FOP claims and BOP text
- 2 **Sofia Pro Medium**  
Franchise Suffix and FOP Metric
- 3 **Sofia Pro Bold**  
New flag text, Primary Claim, Bottom claim, BOP icon text and BOP headers
- 4 **Sofia Pro Black**  
Lozenge text + FOP Icon text
- 5 **FS Kim Regular**  
Product title  
(Derma, Eczema and Wounds)

1 Sofia Pro Regular  
A B C | a b c | 1 2 3

2 Sofia Pro Medium  
A B C | a b c | 1 2 3

3 Sofia Pro Bold  
A B C | a b c | 1 2 3

4 Sofia Pro Black  
A B C | a b c | 1 2 3

5 FS Kim Regular  
A B C | a b c | 1 2 3



# Building a Pack - Back of Pack (BOP)

## Overview

The BOP layout will be determined by the space available. As a general rule, the order of information should be as follows:-

- Product introduction
- How to use
- Ingredients
- Warnings
- Address
- Distributor
- Web Address

**PANEL SIZE:** 44 x 21.5 Underlines  
**STROKE WEIGHT:** 0.75pt  
**SPACING:** 1 Underline  
**PANEL SIZE:** 44 x 2 Underlines

Tested with dermatologists and pediatricians | Suitable for babies and adults | Free from perfumes, preservatives and colorants

Bepanthen® Atopic Eczema Treatment Cream is intended for skin repair and relief of symptoms caused by mild-to-moderate atopic eczema. Its clinically proven, corticosteroid-free formula with Pre-Vitamin B5 and Lipid Lamellar Technology, a special blend of skin-like lipids, restores the skin's protective barrier, helping it to heal while providing rapid relief from skin itchiness and redness.

How to use: Apply several times a day as often as needed on affected skin areas of body and face.

www.bepanthen.xxx

Bayer

**DIVIDING LINE:** 0.75pt and matches colour of the franchise suffix

**Ingredients:** Aqua, Caprylic/Capric Triglyceride, Glycerin, Pentaerythritol Glycol, Olea, Sunpapee Fruit Oil, Panthenol, Cetearyl Alcohol, Butyrospermum Parvum Butter, Glycerol Stearate Citrate, Linum catharticum Seed Oil, Butylene Glycol, Hydrogenated Lecithin, Ceramide NP, Sodium PCA, Squalane, Stearyl Glycyphthalinate, Carbomer, Sodium Carbomer, Xanthan Gum, Hydroxyphenyl Propamidobenzoic acid.

**Warnings:** Keep out of reach and sight of children. Choking hazard may occur with the tube cap. **Caution:** For external use only. Do not use in case of known allergies to any ingredient. If an allergic reaction develops, you should stop using the product. If you experience any skin reaction discontinue use and seek medical advice if necessary.

Bayer Consumer Care AG  
 Peter Merian-Strasse 84  
 CH-4002 Basel, Switzerland

Bayer AG  
 Kaiser-Wilhelm-Allee  
 51371 Leverkusen,  
 Germany

To be completed locally

CE 0123

0 000000 000000 >

EXAMPLE AT 50% SCALE  
 1\_1615658\_BPN\_Sensicalm Sensiderm Box 50g

**SPACING:** 1 Underline  
**STROKE WEIGHT:** 0.75pt  
**SPACING:** 1 Underline

Bepanthen® Eczema-Prone Skin Moisturizing Cream is intended for the daily care of dry skin, also prone to atopic eczema. Its unique Derma Defense Formula, enriched with Pre-Vitamin B5, Vitamin B3, probiotics, natural lipids, and Lipid Lamellar Technology, a special blend of skin-like lipids, acts deep in the skin to provide long-lasting hydration and strengthen the skin barrier, keeping it flare-free for at least 3 months. Non-greasy and non-sticky.

**How to use:** Apply twice daily in sufficient amount. Suitable for face and body. For a complete skincare routine, apply Bepanthen® Eczema-Prone Skin Gentle Wash on to your skin to control the onset of new flares.

**Ingredients:** Aqua, Caprylic/Capric Triglyceride, Glycerin, Helianthus Annuus Seed Oil, Isoearyl Isoeardate, 1,2-Hexanediol, Cetearyl Alcohol, Panthenol, Butyrospermum Parvum Butter, Nicotianamide, Xylitylglucoside, Glycerol Stearate Citrate, Anhydroxytol, Linum catharticum Seed Oil, Xylitol, Hydrogenated Lecithin, Ceramide Ngs, Hippoglaea Rhammoides Fruit Extract, Tocopherol Acetate, Squalane, Panthenol Gum, Scleranthum Gum, Citric Acid, Rosmarinus Officinalis Leaf Extract.

www.bepanthen.xxx

24 hr intensive skin moisturization | Tested with dermatologists and pediatricians | Suitable for babies, children and adults | Free from perfumes, preservatives and colorants

MICROBIOME SCIENCE

Distributor: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

xxxxxxx

EXAMPLE AT 50% SCALE  
 Ref: AW.MAW-73456-01

# Building a Pack - Back of Pack Icons

Additional claims feature on BOP as round icons.

## Positioning

Icons always feature on the claims panel, which continues round the pack from the front.

## Quantity

As a general rule, there should be a minimum of 2 icons featured and a maximum of 4.

Where space is limited, and the icons stroke weight will fall below the minimum size, the icons are to be replaced by a tick, which carries the franchise colour.

## Icons Stroke

This is dependant on the pack format size as shown below.

BOP ICON STROKE SIZE	
Large Formats (100g +)	1.25pt
Medium Formats	0.75pt
Small Formats (50ml -)	0.6pt

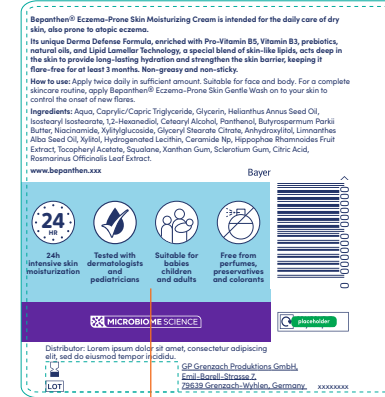
TICKS: Replace icons where space is limited



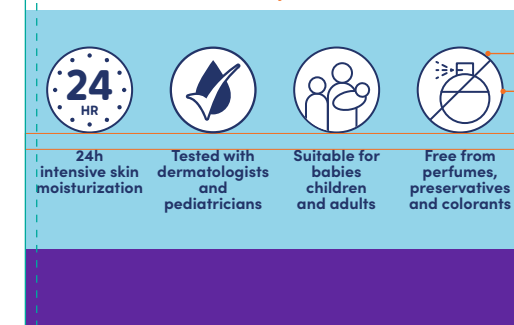
EXAMPLE AT 50% SCALE  
11\_1615658 BPN NPD Ice Eye Lid Cream Box\_15g



CLOSE UP AT 150% SCALE



EXAMPLE AT 50% SCALE  
AW.MAW-73455-01



CLOSE UP AT 100% SCALE

QUANTITY: 4 icons  
STROKE WEIGHT: 0.75pt  
SPACING: 1 Underline

# Building a Pack - Back of Pack Icons

SCALE 125%

Used across all franchises

30 minute		With provitamin B5 and natural oil With provitamin B5		Tear-free formula	
24h moisturization		Suitable for diabetic dry skin		Suitable for newborns Suitable from birth	
48h moisturization		Clinically Proven / Dermatologically tested		With mild cleansing agents suitable from birth	
96h moisturization		Clinically Proven		For whole family (Newborns + Babies)	
Protects skin for up to 10hrs		Non-greasy and non-comedogenic, does not clog the pores		For whole family (Age 2+)	
Free from (Alternative version where regulation allows)		Aids natural skin recovery		Cooling effect	
Free from fragrance & preservatives Free from colorants, fragrances, preservatives		2-in-1 Disinfects and heals		Soap free	
Over 90% of ingredients from natural origin		Disinfects		Prebiotic	
Hypoallergenic / Gentle formula		Nanosorb Technology		Probiotic	
Vegan formula		Makes scars less visible		General cleansing respecting skin pH	
Biodegradable formula		Accelerates healing		Intensive care to preserve the beauty of the tattoo	

# Key Assets - Microbiome Science Icon

The Microbiome Science Icon only features on some Eczema and Derma Dry Skin products.

## Size

The height is 1.5 underlines high, rounded to the nearest 0.1mm.

## Positioning

It features on the BOP or SOP, within the bottom panel, centrally aligned

## Colour

On white or light blue, 297c backgrounds, the icon features in Pantone® 2748c. On darker backgrounds, such as 267c, 2748c, and 3005c, it features in white.



ADDITIONAL EXAMPLES



# Building a Pack - Box End Panel

Depending on the box orientation, the end panel layout will be as shown on the right. The Bepanthen® logo width should match the width of the safe area. The underline can then be used to create the spacing required.

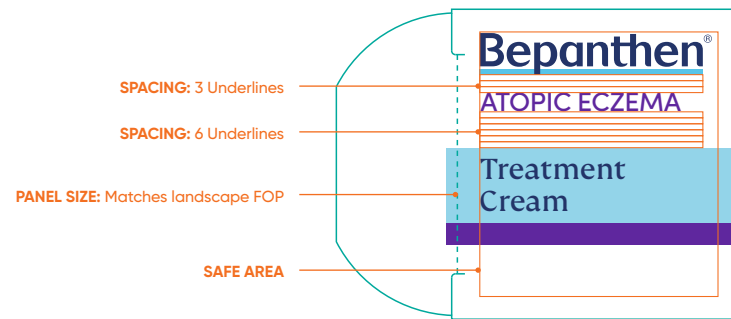
## Dual Facing Boxes

Where there is a portrait and landscape front face, the end panel layout will be landscape. This is so when the box is assembled, the end panel joins seamlessly to the landscape front face.

## Lozenge

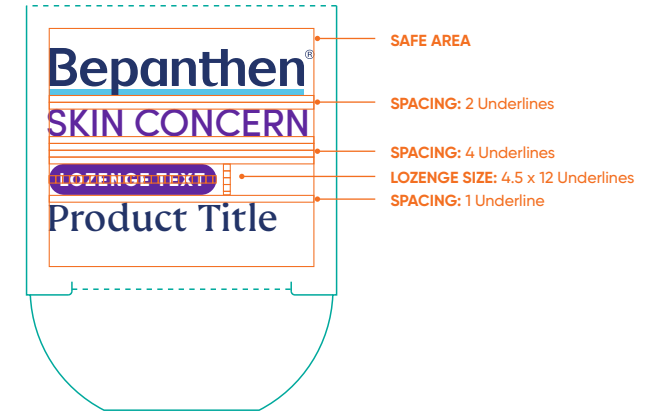
If a lozenge is to feature on this panel, then the minimum text size will be set at 6pt.

LANDSCAPE LAYOUT

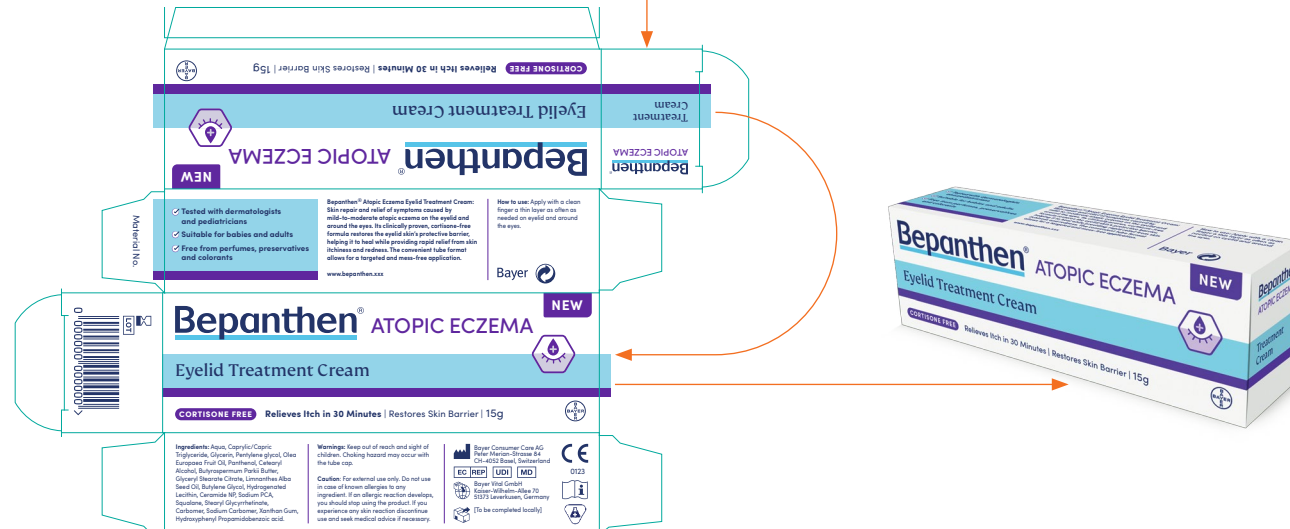


EXAMPLE AT 100% SCALE  
1\_1615658\_BPN\_Sensicalm Sensiderm Box 50g

PORTRAIT LAYOUT



EXAMPLE AT 100% SCALE  
This version does not exist but shows how it would look on a portrait layout



# Building a Pack - Multi-Language Examples

Depending on the number of languages, there are various ways in which they can feature on pack.

For example, on a carton, the following can be achieved:

### 1. Dual language

Language 1 on one side and language 2 on the other side

### 2. Triple language

Language 1 on one side and languages 2 & 3 on the other side

### 3. Quadruple language

Languages 1 & 2 on one side and languages 3 & 4 on the other side

Note that in instances where large amounts of copy are required it may be necessary to reduce the number of claims on pack.

Not everything on pack will require a translation. The franchise name, for instance, will remain in English.

**These are for reference only and local markets will need to create multi-language packs based on this guidance and local regulations.**

QUADRUPLE LANGUAGE

FOP



BOP



**EXAMPLE AT 50% SCALE**  
**HUNGARIAN + POLISH ON FOP AND CZECH + SLOVAK ON BOP**  
 Created for illustration purposes only - copy is not final

DUAL LANGUAGE

FOP



**EXAMPLE AT 50% SCALE**  
**FRENCH AND GERMAN**  
 Created for illustration purposes only - copy is not final

# Building a Pack - Multi-Language Examples

Box - Quadruple language  
100g

Hungarian + Polish on one side  
(FOP) and Czech and Slovak on  
the other side (BOP)

The side panels feature 4  
languages on each side but this  
will flex depending on the amount  
of text and space availability

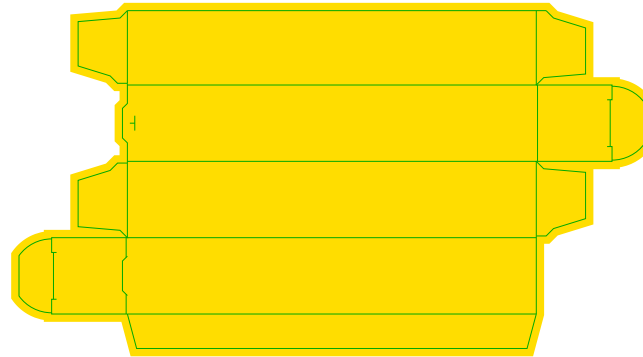


EXAMPLE AT 50% SCALE  
Created for illustration purposes only

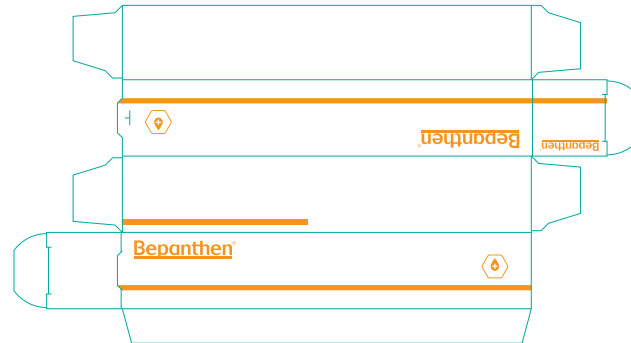
# Building a Pack - Finishes

These are the global recommendations of finishes for primary and secondary packaging advised to be followed to drive consistency in brand image across all our packaging, with consideration of sustainability and COGS.

## FOLDING BOX - COMMERCIAL



Waterbased soft touch varnish



Waterbased primer gloss varnish

## FOLDING BOX - SAMPLE

Waterbased Soft touch varnish *Alternative: Matt varnish*

## TUBE

Standard protection varnish matt

## SACHET

### Blue Background

Waterbased soft touch varnish *Alternative: Matt varnish*

### White background

Waterbased soft touch varnish *Alternative: Gloss varnish*

## LABELS

Waterbased soft touch varnish *Alternative: Matt varnish*

## DOYPACK

### White Background:

Waterbased soft touch varnish *Alternative: Matt varnish*

### Blue Background:

Waterbased soft touch varnish *Alternative: Gloss varnish*

## CANS

Standard protection varnish matt

# 4.0

## Franchise Specific Guidance

# Bepanthen<sup>®</sup> baby

## Franchise Specific Guidance



# Baby - Introduction

The Baby franchise has a softer and more playful approach to fit our consumer. This is demonstrated by dialing up baby category codes such as the introduction of playful franchise typography and appealing benefit iconography focused on the baby and child.



# Baby - Brand Mark + Franchise Title

LOCK UP ON LANDSCAPE PANELS

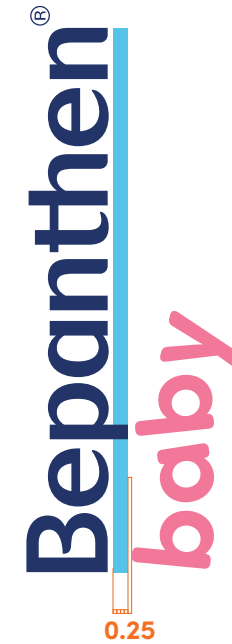


baby width equivalent to a section of the brand mark as shown

KEY  
 X0 UNDERLINE SPACING

Bepanthen®

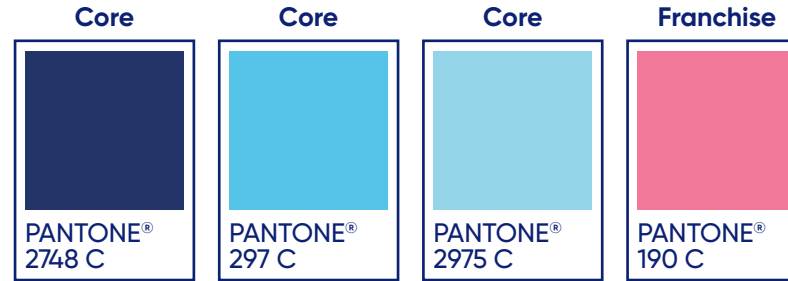
LOCK UP ON PORTRAIT PANELS



# Baby - Colours + Icons

## Colours

- 3 core brand colours
- 1 franchise specific colour



## Icons

- 4 core icons
- Radiating lines around the icon depict protection
- Franchise colour highlight for easy identification

HEAL MY SKIN NOW	PROTECT MY SKIN ALWAYS		
<b>Nappy Ointment</b> Cloud conveys softness, protection & comfort <b>For:</b> Newborn and up	<b>Body &amp; Face Cream</b> Shield conveys protection <b>For:</b> Newborn and baby	<b>Body Lotion</b> Droplet conveys moisturising <b>For:</b> Baby and child	<b>Bath &amp; Wash</b> Bubble conveys bathtime <b>For:</b> Baby and child

# Baby - Icon Sizing

**Bepanthen®**



Centre of the left eye on the left face, aligns to the top of the claims panel

**Bepanthen®**



Centre of the left anchor point on the pink cloud aligns to the top of the claims panel

# Baby - Typography

**Sofia Pro** is the primary typeface used across the Bepanthen® packaging. In exceptional circumstances where space is at a premium, for example on 3.5g sample pack tube, **Sofia Pro Condensed** can be used.

The Baby Franchise does not utilise **FS Kim Regular** as its product title font and uses **Oktah Round, SemiBold** instead. This features as the franchise suffix as well as the product title

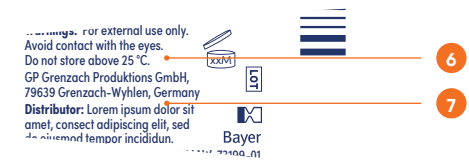
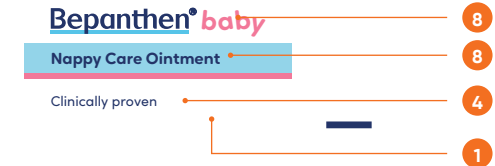
- 6 **Sofia Pro Condensed Regular**  
BOP text (Exception)
- 7 **Sofia Pro Condensed Bold**  
BOP headers (Exception)
- 8 **Oktah Round, SemiBold**  
Product title and franchise suffix

Please see Key Assets -  
Typography for additional fonts

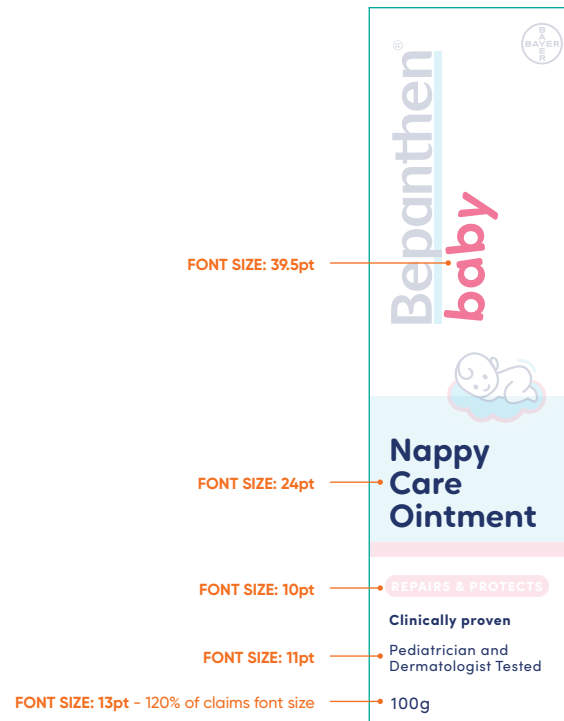
6 **Sofia Pro Condensed Regular**  
A B C | a b c | 1 2 3

7 **Sofia Pro Condensed Bold**  
A B C | a b c | 1 2 3

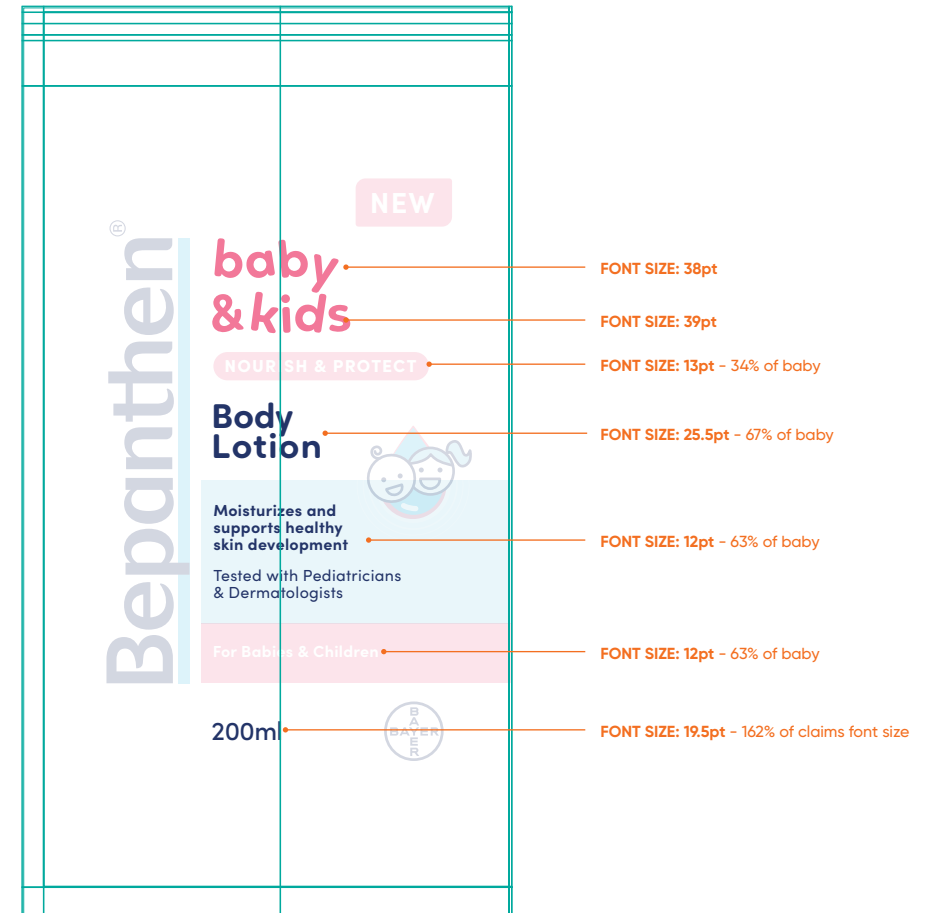
8 **Oktah Round SemiBold**  
A B C | a b c | 1 2 3



# Baby - Architecture - Copy



EXAMPLE AT 50% SCALE  
Ref: AW.MAW-73194-01



EXAMPLE AT 50% SCALE  
Ref: AW.MAW-70022-03

# Baby - Example

SCALE 100%

Bottle Label  
200ml

BODY COPY: Sofia Pro Bold + Regular  
BODY COPY SIZE: 6pt  
BODY COPY LEADING: 8pt  
BODY COPY TRACKING: -10  
HORIZONTAL SCALE: 97%

BAYER WORD LOGO HEIGHT: 150% of body copy height



**Assets:**

- 1 BRAND MARK  
Length = 62.5% of the longest side of the panel
- 2 TOP PANEL
- 3 BOTTOM PANEL
- 4 BAYER CROSS LOGO  
1/5 of the shortest side of the panel (9.5mm)
- 5 LOZENGE
- 6 PRODUCT TITLE
- 7 CLAIMS  
44% of product title
- 8 METRIC  
165% larger than the claims text

KEY  
x0 UNDERLINE SPACING

Ref: AW.MAW-70024-03

# Baby - Example

## Box 100g

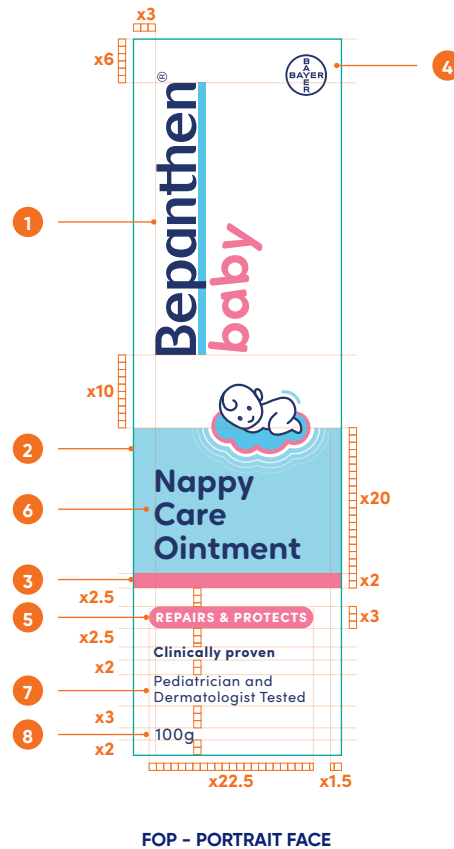
For the Baby franchise, all boxes above 30g will be **dual facing**, meaning they will carry 2 'FOP's, one face being portrait and the other being landscape. In this instance, for the global range, the portrait face is considered the primary face.

All boxes below 30g will only feature with landscape FOPs. For boxes which are 30g, they can be either dual facing or just landscape. There will never be a box with 2 portrait FOPs.

All assets are to be the same size on both faces.

BOX PANELS ORIENTATION	
30g +	Dual facing
30g	Optional
30g -	ONLY landscape

KEY  
 x0 UNDERLINE SPACING



FOP - LANDSCAPE FACE

Ref: AW.MAW-73194-01

## Assets:

- 1 BRAND MARK  
Length = 38% of the longest side of the panel
- 2 TOP PANEL
- 3 BOTTOM PANEL
- 4 BAYER CROSS LOGO  
1/6 of the shortest side of the panel (9mm)
- 5 LOZENGE
- 6 PRODUCT TITLE
- 7 CLAIMS  
45% of product title
- 8 METRIC  
118% larger than the claims text

# Baby - Example

SCALE 50%

Box  
100g  
SOPs

ICON STROKE: 1.25pt

x16.5

x2

 <p>With provitamin B5 and natural oil</p>	 <p>Free from colorants, fragrances, preservatives</p>	 <p>Protective barrier for up to 10 hours*</p>
<p>This gentle formula instantly forms a protective breathable barrier on the baby's tender skin and is clinically proven to protect babies bottom from getting red. Bepanthen Baby Nappy Care Ointment is designed to protect, soothe and repair all skin types, including sensitive skin and even premature and newborn baby skin.</p>		
<p>Tip: Also suitable for use on nipples during breastfeeding, keeping the skin soft and smooth. Please remember to remove residues before breastfeeding.</p> <p><a href="http://www.bepanthen.xxx">www.bepanthen.xxx</a></p> <p>*tested in-vitro</p>		

BODY COPY: Sofia Pro Bold + Regular

BODY COPY SIZE: 8pt

BODY COPY LEADING: Auto

BODY COPY TRACKING: 0

HORIZONTAL SCALE: 100%

**How to use:** Apply Bepanthen Baby Nappy Care Ointment in a thin layer on clean skin at every nappy change.

The ointment instantly forms a transparent barrier against excessive moisture to protect from the causes of nappy rash, and aids natural skin recovery when needed.

**Ingredients:** Aqua, Lanolin, Paraffinum Liquidum, Petrolatum, Panthenol, Prunus Amygdalus dulcis oil, Cera alba, Cetyl alcohol, Stearyl alcohol, Ozokerite, Glyceryl oleate, Lanolin alcohol, BHT, Tocopherol.

**Warnings:** For external use only. Avoid contact with the eyes. Do not store above 25 °C.

GP Grenzach Produktions GmbH,  
Emil-Barell-Str. 7,  
79639 Grenzach-Wyhlen, Germany

**Distributor:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.




0 000000 000000 >

BAYER WORD LOGO HEIGHT: 150% of body copy height

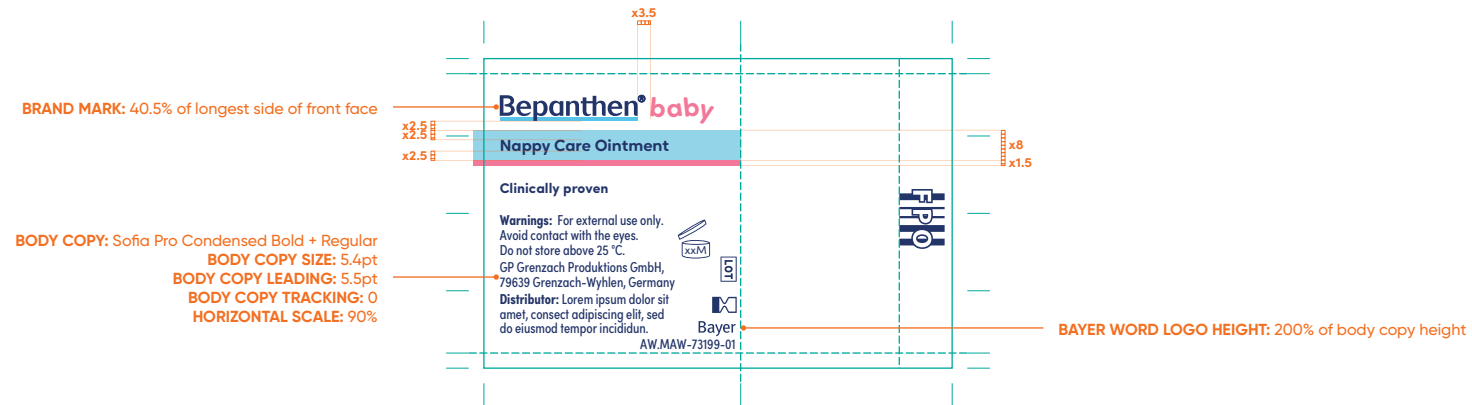
Ref: AW.MAW-73194-01

KEY  
 **XO** UNDERLINE SPACING

# Baby - Example

SCALE 100%

Tube  
3.5g



Ref: AW.MAW-73199-01

KEY  
xO UNDERLINE SPACING

# Bepanthen<sup>®</sup>

## DERMA

# Franchise Specific Guidance



# Derma - Introduction

A range of products addressing differing consumer needs have been developed for both everyday use and specific skin concerns.



# Derma - Brand Mark + Franchise Title



LOCK UP ON PORTRAIT PANELS



FOR PROTECT MY SKIN -  
WHERE DRY SKIN IS ALSO REQUIRED



DERMA width equivalent to a section of the brand mark as shown



DERMA width equivalent to the 'Be' of the brand mark and used in the lockup shown above

KEY  
 xO UNDERLINE SPACING

# Derma - Colours + Icons

## Colours

- 3 core brand colours
- 1 franchise specific colour
- 2 intensity colours

## Intensity

The Derma range offers varying strengths depending on the needs of the skin

<b>Core + Intensity</b>	<b>Core + Intensity</b>	<b>Core</b>	<b>Franchise</b>	<b>Intensity</b>	<b>Intensity</b>
PANTONE® 2748 C	PANTONE® 297 C	PANTONE® 2975 C	PANTONE® 2183 C	PANTONE® 3005 C	PANTONE® 3514 C
Intensive	Light / Gentle			Rich	SPF

## Icons

- 4 core icons

<b>HEAL MY SKIN NOW</b>	<b>PROTECT MY SKIN ALWAYS</b>
-------------------------	-------------------------------

<b>Moisturising Cream</b>	<b>Repairing Ointment</b>	<b>Pro-Vitamin B5</b> On relevant daily care products	<b>Pro-Vitamin B5</b> On relevant daily care products

# Derma - Icon Sizing

**SCALE 200%**

## Icons Size

The icons are 7 underlines high/wide with the centre line aligning to the bottom of the top panel/top of the bottom panel.

On extreme packs this will flex depending on the space available and how the icon appears visually. For example, on the 400ml Doy packs, 7 underlines icon appears too small so it has been increased to 8 underlines.

Similarly, for the smallest packs, 7 underlines is too small, making the text illegible and so these have been increased to 10/12 underlines.

TOO SMALL BASED ON SPACE AVAILABILITY



ADJUSTED ICON SIZES BASED ON SPACE AVAILABILITY

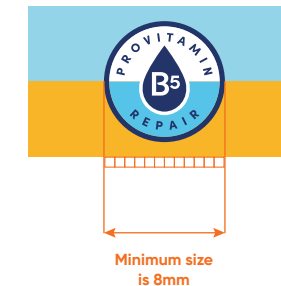


**ALIGNMENT:**  
Centre of icon aligns to bottom of top panel/  
top of bottom panel

EXAMPLE AT 200% SCALE  
Ref: AW.MAW-73518-01



EXAMPLE AT 200% SCALE  
Ref: 42\_1614557\_BPN Lipstick TUR\_4.5g

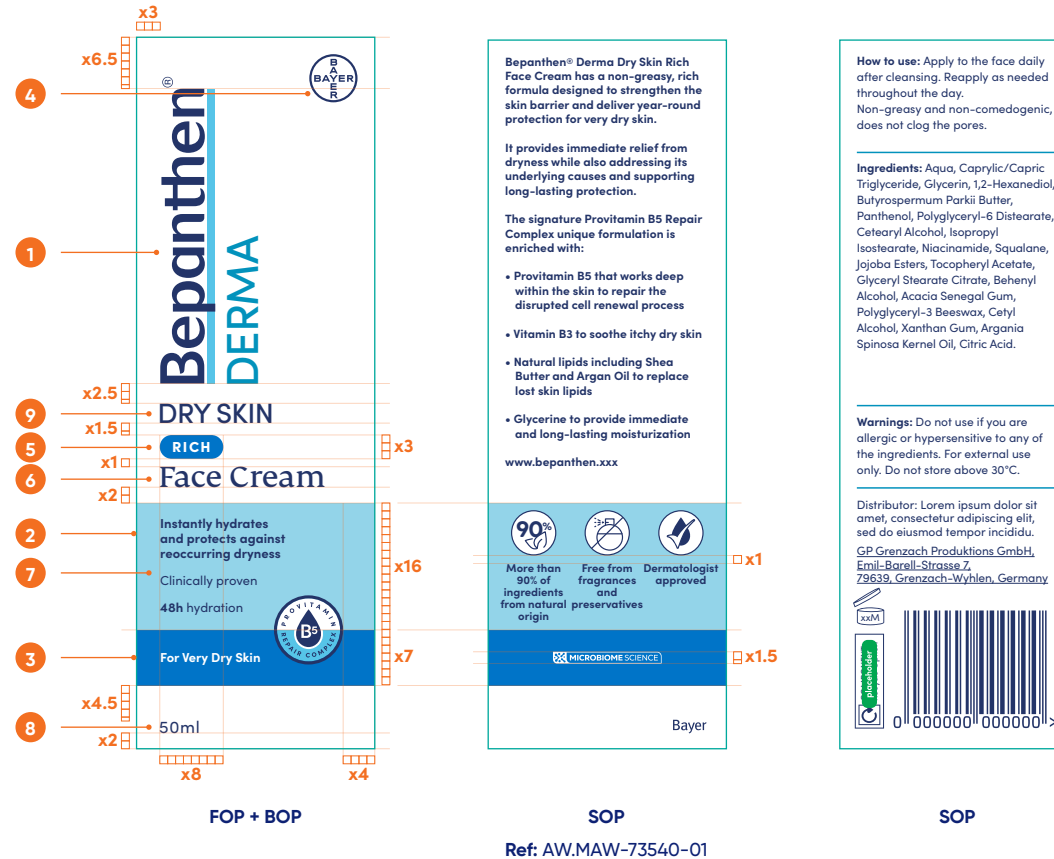


# Derma - Example

**Box  
50ml**

The FOP and BOP for this box are the same and both appear in portrait orientation only

**NOTE: For packaging 10ml or less, the franchise subheading (DRY SKIN), is removed completely**



## Assets:

- 1 **BRAND MARK**  
Length = 41.5% of the longest side of the panel
- 2 **TOP PANEL**
- 3 **BOTTOM PANEL**
- 4 **BAYER CROSS LOGO**  
1/5 of the shortest side of the panel (8.5mm)
- 5 **LOZENGE**
- 6 **PRODUCT TITLE**
- 7 **CLAIMS**  
40% of product title
- 8 **METRIC**  
130% larger than the claims text
- 9 **FRANCHISE SUBHEADING**  
88% of product title

**KEY**  
x0 UNDERLINE SPACING

# Derma - Example

Doy Pack / Pouch  
400ml



## Assets:

- BRAND MARK**  
Length = 41.5% of the longest side of the panel
- TOP PANEL**
- BOTTOM PANEL**
- BAYER CROSS LOGO**  
1/5 of the shortest side of the panel (8.5mm)
- LOZENGE**
- PRODUCT TITLE**
- CLAIMS**  
40% of product title
- METRIC**  
153% larger than the claims text
- FRANCHISE SUBHEADING**  
152% of DERMA

KEY  
xO UNDERLINE SPACING

Bepanthen®

Ref: AW.MAW-73518-01

# **Additional Franchises - Wounds, Tattoo, Eyes & Nose**

# Wounds - Overview

## Brand Mark & Franchise Title

- Lock up on landscape panels
- Lock up on portrait panels

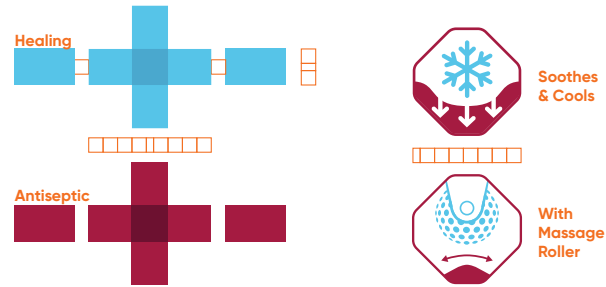


FIRST AID width equivalent to a section of the brand mark as shown



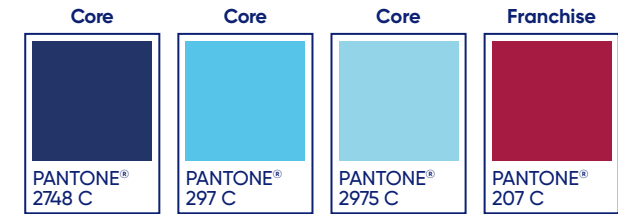
## Icons

- Blue 297c or Red 207c cross
- Benefit icon to replace the cross if it aids in emphasising a key feature or if a market does not require the cross



## Colours

- 3 core brand colours
- 1 franchise specific colour



## Examples Scale 25%



# Tattoo - Overview

## Brand Mark & Franchise Title

- Lock up on landscape panels
- Lock up on portrait panels



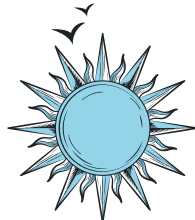
Bepanthen®  
TATTOO

TATTOO width equivalent to a section of the brand mark as shown

Bepanthen®  
TATTOO  
1.5

## Illustrations

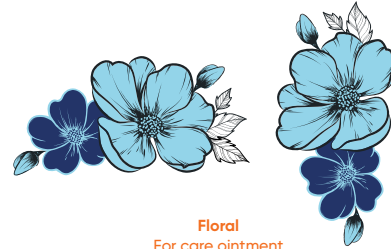
- Limited to 3 colours
- Detailed line work to cue a tattoo style



**Sun**  
For products offering sun protection



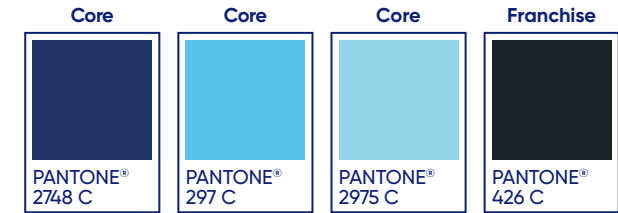
**Wave**  
For wash based products



**Floral**  
For care ointment

## Colours

- 3 core brand colours
- 1 franchise specific colour



## Examples Scale 40%



# Eyes and Nose - Overview

## Brand Mark & Franchise Title

- Lock up on landscape panels
- Lock up on portrait panels

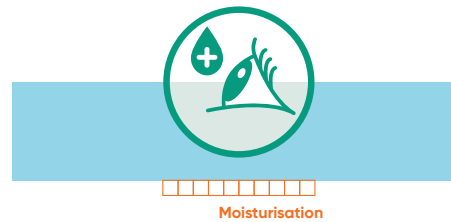


EYE width equivalent to a section of the brand mark as shown



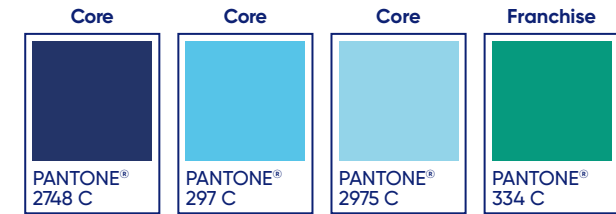
## Icons

- Blue 297c or Red 207c cross
- Some products utilise an icon in place of the cross



## Colours

- 3 core brand colours
- 1 franchise specific colour



## Examples Scale 37.5%



# 5.0

## Available Artworks







# Our Packaging Framework - Adult Medicated Skin

PILLAR	HEAL MY SKIN NOW		PROTECT MY SKIN ALWAYS			
USAGE AREA	ALL OVER SPOT TREATMENT		BODY			
FORMAT	Ointment	Cream	Lotion			Wash
FORMAT DIFFERENTIATOR	Repairing	Soothing	Light	Rich	Intensive	Gentle
SKIN TYPE	Extremely dry, rough, cracked and chafing skin	Irritated and dry skin	For dry & sensitive skin	For very dry & rough skin	For very dry & flaky skin	For dry & sensitive skin
PRODUCT NAME	Intensive Repairing Ointment	Soothing Moisturizer Cream	Light Body Lotion	Rich Body Lotion	Intensive Body Lotion	Gentle Body Wash
PACKSHOT AVAILABLE	<p>100g Box (Portrait + Landscape) 100g Tube</p>	<p>100g Box (Portrait + Landscape) 100g Tube</p>	<p>7ml Sachet 200ml Tube 400ml Pump Bottle 400ml Doypack</p>	<p>200ml Tube 400ml Pump Bottle 400ml Doypack</p>	<p>200ml Tube</p>	<p>200ml Bottle 400ml Pump Bottle 400ml Doypack</p>
MAW AVAILABLE	100g Box - AW.MAW-73499 100g Tube - AW.MAW-73500 30g Box - AW.MAW-73501 30g Tube - AW.MAW-73502 3.5g Box - AW.MAW-73503 3.5g Tube - AW.MAW-73504	100g Box - AW.MAW-73505 100g Tube - AW.MAW-73506 30g Box - AW.MAW-73507 30g Tube - AW.MAW-73508 3.5g Box - AW.MAW-73509 3.5g Tube - AW.MAW-73510	400ml Doypack (White) - AW.MAW-73518 400ml Label (Bottle and Pump) - AW.MAW-73519 200ml Tube - AW.MAW-73520 10ml Box - AW.MAW-73521 10ml Tube - AW.MAW-73522 7ml Sachet - AW.MAW-73523	400ml Doypack (White) - AW.MAW-73524 400ml Label (Bottle and Pump) - AW.MAW-73525 200ml Tube - AW.MAW-73526 10ml Box - AW.MAW-73527 10ml Tube - AW.MAW-73528 7ml Sachet - AW.MAW-73529	200ml Tube - AW.MAW-73530 10ml Box - AW.MAW-73531 10ml Tube - AW.MAW-73532 7ml Sachet - AW.MAW-73533	400ml Doypack - AW.MAW-73534 400ml Label (Bottle and Pump) - AW.MAW-73535 200ml Tube - AW.MAW-73536 7ml Sachet - AW.MAW-73537



# Our Packaging Framework - Adult Medicated Skin

PILLAR	PROTECT MY SKIN ALWAYS						
USAGE AREA	FACE			HANDS	LIPS		
FORMAT	Cream			Wash	Balm	Lipstick	Lip Cream
FORMAT DIFFERENTIATOR	SPF 50	Rich	Intensive	Gentle	Repairing	SPF 50	Intensive
SKIN TYPE	Dry skin	For very dry skin	For flaky dry skin	Dry skin	For very dry and damaged skin	For dry and chapped lips	For dry and chapped lips
PRODUCT NAME	SPF 50 Face Cream	Rich Face Cream	Intensive Face Cream	Gentle Face Wash	Repairing Hand Cream	SPF 50 Lipstick	Intensive Repairing Lip Cream
PACKSHOT AVAILABLE	 <p>50g Box 50g Bottle</p>	 <p>50g Box 50g Bottle</p>	 <p>50g Box 50g Bottle</p>	 <p>200ml Bottle</p>	 <p>50ml Tube</p>	 <p>4.5g Box 4.5g Tube</p>	 <p>7.5ml Box 7.5ml Tube</p>
MAW AVAILABLE	50g Box - AW.MAW-73550 50g Label - AW.MAW-73551 5ml box - AW.MAW-73552 5ml tube - AW.MAW-73553 5ml sachet - AW.MAW-73554	50g Box - AW.MAW-73540 50g Label - AW.MAW-73541	50g Box - AW.MAW-73545 50g Label - AW.MAW-73546	200ml Label - AW.MAW-73538 5ml sachet - AW.MAW-73539	50ml tube - AW.MAW-73517	4.5g Box - AW.MAW-73557 4.5g tube - AW.MAW-73558	7.5ml Box - AW.MAW-73555 7.5ml tube - AW.MAW-73556





# Our Packaging Framework - Minor Wounds

PILLAR	HEAL MY SKIN NOW					
	HEALING			DISINFECTING & HEALING		SCAR CARE
SUB PILLAR						
FORMAT	Ointment	Gel	Foam Spray	Cream	Spray	Gel
FORMAT DIFFERENTIATOR	Heals	Heals	Relieves and cool burns	Disinfects & Heals	Disinfects & Heals	Makes scars less visible
PRODUCT NAME	Healing Ointment	Healing Gel	Cooling Foam Spray	Antiseptic Healing Cream	Antiseptic Healing Spray	Scar Gel
PACKSHOT AVAILABLE	 <p>100g Box (Portrait + Landscape) 100g Tube</p>	 <p>50g Box 50g Tube</p>	 <p>75ml Box 75ml Can</p>	 <p>100g Box (Portrait + Landscape) 100g Tube</p>	 <p>30ml Box 30ml Bottle</p>	 <p>20ml Box 20ml Roller Pump Bottle</p>
	MAW AVAILABLE	100g Box - AW.MAW-75402 100g Tube - AW.MAW-75403 30g Box - AW.MAW-75404 30g Tube - AW.MAW-75405	50g Box - AW.MAW-75408 50g Tube - AW.MAW-75409	75ml Box - AW.MAW-75400 75ml Can - AW.MAW-75401	100g Box - AW.MAW-75410 100g Tube - AW.MAW-75411	30ml Box - AW.MAW-75406 30ml Label - AW.MAW-75407

# Our Packaging Framework - Baby & Kids Skin Health

PILLAR	HEAL MY SKIN NOW	PROTECT MY SKIN ALWAYS		
	FOR NEWBORNS & BABIES	FOR NEWBORNS & BABIES	FOR BABIES & CHILDREN	FOR BABIES & CHILDREN
SUB PILLAR	FOR NEWBORNS & BABIES	FOR NEWBORNS & BABIES	FOR BABIES & CHILDREN	FOR BABIES & CHILDREN
FORMAT	Ointment	Cream	Lotion	Wash
FORMAT DIFFERENTIATOR	Repair & Protect	Nourish & Protect	Nourish & Protect	Nourish & Protect
PRODUCT NAME	Nappy Care Ointment	Body & Face Cream	Body Lotion	Bath & Wash
PACKSHOT AVAILABLE	 <p>100g Box (Portrait + Landscape) 100g Tube</p>	 <p>100g tube 200g tube</p>	 <p>200ml Tube 400ml Pump Bottle</p>	 <p>200ml Bottle 400ml Pump Bottle 400ml Doypack</p>
MAW AVAILABLE	<p>100g Box - AW.MAW-73194 100g Tube - AW.MAW-73195 30g Box - AW.MAW-73196 30g Tube - AW.MAW-73197 3.5g Box - AW.MAW-73198 3.5g Tube - AW.MAW-73199</p>	<p>200ml Tube - AW.MAW-70021 100ml Tube - AW.MAW-70020</p>	<p>400ml Label (Bottle and Pump) - AW.MAW-70023 200ml Tube - AW.MAW-70022</p>	<p>400ml Label (Bottle and Pump) - AW.MAW-70025 400ml Doypack Refill) - AW.MAW-70026 200ml Label (Bottle and Disc Top) - AW.MAW-70024</p>

# Our Packaging Framework - Compromised Skin

PILLAR	HEAL MY SKIN NOW		PROTECT MY SKIN ALWAYS	
	FLARE-UP TREATMENTS	EYELID FLAREUP	DAILY ECZEMA-PRONE SKIN MANAGEMENT TO SPACE OUT FLARE UPS	
SUB PILLAR	FLARE-UP TREATMENTS	EYELID FLAREUP	Lotion	Wash
FORMAT	Cream	Cream	Daily Protection	Daily Protection
FORMAT DIFFERENTIATOR	Cortisone Free Relief	Cortisone Free Eyelid Relief	Moisturising Cream	Gentle Wash
PRODUCT NAME	Treatment Cream	Eyelid Treatment Cream	Moisturising Cream	Gentle Wash
PACKSHOT AVAILABLE	 <p>50g Box (Portrait + Landscape) 50g Tube</p>	 <p>15g Box</p>	 <p>200ml Tube 400ml Pump Bottle</p>	 <p>200ml Tube 400ml Pump Bottle</p>
MAW AVAILABLE	<p>50g Box - AW.MAW-73444 50g Tube - AW.MAW-73445 3.5g Sachet</p>	<p>15g Box - AW.MAW-73446 15g Tube - AW.MAW-73447</p>	<p>400ml Label (Bottle and Pump) - AW.MAW-73455 200ml Tube - AW.MAW-73456 10g Box 10g Tube 5ml Sachet</p>	<p>400ml Label (Bottle and Pump) - AW.MAW-73454 200ml Label - AW.MAW-74963 7ml Label</p>

# 6.0

## Contact

## Brand Guardians

For any questions regarding the Bepanthen brand, artwork assets or licensing, please contact the following brand guardians:

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**End**