

A close-up, high-resolution photograph of a young child's face, focusing on the eyes and mouth. The child has dark, expressive eyes and a slightly open mouth, looking directly at the camera with a curious expression. The skin is a warm, natural tone. The background is softly blurred, showing indistinct shapes and colors.

**Bepanthen**<sup>®</sup>

# Baby & Kids Launch Toolkit

July 2025



**Thank you  
for joining  
our skin  
health  
journey.**

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This toolkit was created to give you the relevant background, insights, and **strategic guidance for a successful launch of Bepanthen into the Baby & Kids skin moisturizer and cleansing segments**, a fundamental step in our strategic journey to becoming a more holistic, loved, skin health megabrand.

We hope it supports you in your role of helping Bepanthen achieve this ambition.

Wishing you much success,

Your Bepanthen Megabrand team

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# Business Context

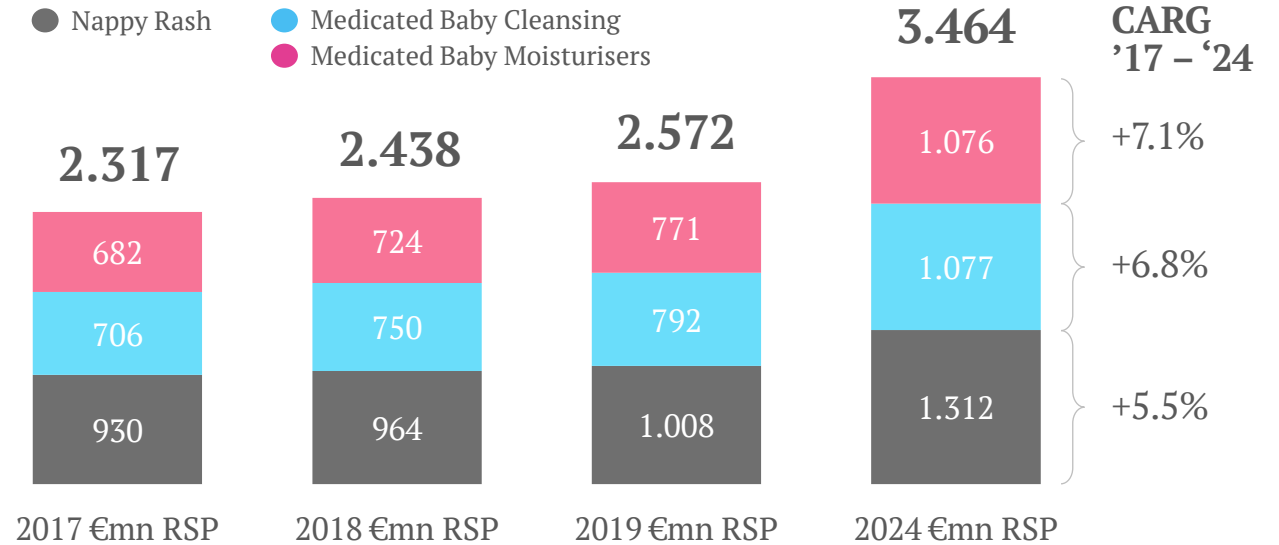
01



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**The category challenge  
and opportunity for  
Bepanthen in a nutshell**

# Global medicated baby skin moisturiser & cleansing are continually growing segments



- **Despite declining birth rates** across many countries on all continents, parents have been becoming more conscious of skin care, **using more products on more occasions driving growth.**
- 'Baby skincare' offers **significant growth potential** for Bayer and can serve as a **strategic stepping stone** to unlock presence in more specialized segments becoming part of the skin health routine during more moments of the daily lives of children

# Bepanthen is well positioned to capture the opportunity



## Differentiated Offer with New Signature Technology

**Inspired by the vernix caseosa to mimic the skin protection in a mother's womb**, which allows us to tell a powerful story and drive efficacy credentials to the offering.

**Designed to strengthen all three layers of the skin's barrier** with a rich blend of nourishing ingredients.

## Highly relevant proposition with Superstar-rating in consumer test

The new range **will support healthy skin development while keeping it protected** from dryness, redness and flakiness that can lead to further skin concerns later in life.

**Tested with paediatricians & dermatologists.**

## Established & Trusted No. 1 Brand in Nappy Rash

By leveraging its **strong equity and existing relationship with parents**, Bepanthen is well positioned to expand its portfolio beyond nappy rash.

**We are perfectly primed to help parents proactively care for their child's skin for the long run by keeping their skin healthy and protected**

# Introducing the new Bepanthen Baby & Kids line

Bepanthen Baby & Kids  
Nourish & Protect  
Body & Face Cream

Bepanthen Baby & Kids  
Nourish & Protect  
Body Lotion

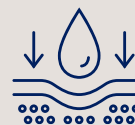
Bepanthen Baby & Kids  
Nourish & Protect  
Bath & Wash



Our new range of products is designed to **support healthy skin development for baby and child**



Harnessing the power of the Vernix Caseosa, **our products mimic the mother's womb-like skin protection**, ensuring optimal support for all three layers\* of the skin barrier, from birth on



Bepanthen enhances and encourages active skin habits that **keep baby's and kids' skin healthy and protected at every stage of their childhood**



Expanding Bepanthen's portfolio into new baby & kids skin health segments unlocks opportunity in new usage occasions on our quest of **building a more holistic, loved, skin health expert brand**

\*Microbiome layer, Biochemical layer, Physical layer

# Our new Bepanthen Baby & Kids line positions us to expand out of just nappy rash segment

Today

Nappy change



**Bepanthen**<sup>®</sup>

**#1** NAPPY RASH BRAND  
**TRUSTED**  
BY MILLIONS OF PARENTS

Trusted to:  
**Treat & prevent nappy rash**

Tomorrow... An entire new baby and children's portfolio

Cleansers / washes



Moisturizers



Trusted for:  
Babies & children's **skin health** holistically

# Light volumetrics confirmed strong commercial potential for the new line



New proposition shows potential to grow Bepanthen by **entering a new category** while being able to **stand out** vs competition in a significant way



Concept classified as Superstar profile in 3 markets



= A big win for all parties - the manufacturer, the retailer, and the consumer. In addition to growing the brand, **Superstars show potential to disrupt the category via distinct benefits, incremental transactions, and/or price premiumization**

	Bepanthen Baby Vernix Caseosa		Bepantol Baby Vernix Caseoso
ACTIVATION PROFILE	SUPERSTAR	ACTIVATION PROFILE	SUPERSTAR
BROAD POTENTIAL	Qualified	BRAND INCREMENTALITY	Qualified
Trial Interest	Top	Competitor Sourcing	Strong
Need/Desire	Ready	Brand Premium	Not Premium
Acceptable Costs	Ready	CATEGORY DISTINCTION	Qualified
TARGETED POTENTIAL	Qualified	Distinct Proposition	Outstanding
Strategic Target	MOB (0-4 Y.O.) (very)Dry/Sensitive/Eczema Prone Skin	Advantage	Ready
Trial Interest	Top	Cross-Category Interaction	Strong
Need/Desire	Top	Category Premium	Premium
Acceptable Costs	Top		

High relevance and distinct proposition are reflected in strong trial interest



# Who we serve

02



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**Understanding  
the behaviour and  
mindset of parents**

# Who we serve & who we engage to shop

Bepanthen Baby & Kids is *created for* baby & child skin from birth to 10 years of age



**However, it is the Shopper we need to engage** - primarily the parent / caregiver but also, the grandparent or the family / friend shopping for skin health products as a way to extend the love & care they provide for the child

# Bepanthen Baby & Kids Audience Strategy

## Category Users and Prospects

All Parents Expecting And With Children Under 10 yrs of age

Category buyers



Expecting parents

## Growth Audience and Sub-segments

### Skin Conscious Parents

All expecting parents and parents with a child up to 5yrs of age conscious about their child's skin health

#### Expecting parents

Preparing for the arrival of a baby, open for education and information

#### Reactive parents

Typically approach skin health reactively, treat when symptoms arise

#### Preventative parents

Holistically care for baby skin with preventative approach using a daily regimen

## Addressable Audiences

Expecting & Newborn Parents

Baby Parents

Kid Parents

Out-and-About Parents

Events around Birth  
Baby Shower/ Gender Reveal / Celebrating Birth





# Relevant sub-segment: 'Preventative parents' and JTBD for launching into new baby skin segments

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#### Preventative parents

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## Jobs To Be Done

*(JTBD examples - to be adapted if/as needed based on local reality)*

Get Expecting Parents To buy Bepanthen nappy rash ointment as part of the preparation for the arrival of their baby By convincing them that only Bepanthen Baby provides complete protection from nappy rash whilst being gentle even on newborn skin

Get Reactive Parents To use Bepanthen nappy rash ointment at every nappy change By convincing them about the importance of regular nappy care as key to avoid nappy rash

Get Preventative Parents who already trust and buy Bepanthen for nappy rash To adopt new Bepanthen Baby & Kids moisturizing and bathing products into their baby skin routines By raising awareness and driving trial for the new Bepanthen Baby & Kids range

Our key audience

# The Preventative Parent



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They invest a lot of time in preparing for parenting, and tend to **holistically care for baby skin with preventative approach** using a daily regimen of products for various skin need.

When it comes to baby and child skin health, **what they want above all else is peace of mind in knowing they're doing the best choices for their baby.**

# Meet Carine, a new parent

Welcomed her first  
baby, married and  
the main shopper

25-34

## Attitude & Behaviour Towards Skin

She follows a **healthy lifestyle** opting for all-natural products. **Believes her baby's skin is naturally faultless but needs protection and proactive care.** Will be panicking seeing any skin issues and seek immediate advice, online or from paediatrician or midwives.

## What She Buys

With little to no experience about previous skin concerns she has no default brand so **opts for what is most visible/advertised**, and to get the reassurance that she's doing the best, she buys premium products

## Where She Buys



**85%**  
pharmacy

First time she goes into store to get advice from an HCP and browse the options - **using her mobile to check recommendations** (from parent influencers and her online community of mums, as well as family and friends)

## Online Behaviour

**Reads articles & follows parenting influencers** for advice. Confidently engages mobile during store visits to actively check product reviews, to get the most information fast

## Needs and Drivers

**Peace of mind in knowing she's doing the best choices for her baby.**

Reassurance of a safe and gentle solution for her baby provided by HCP endorsement coupled with naturalness credentials.

Visibility and availability of product to help speed shop.

## Her interests

Cooking

 66%

Nutrition

 46%

Home improvements

 46%

Fashion

 49%

Photography

 49%



# Carine:

## New parent, skin conscious

### A) Shopper Needs & Insights

#### 1 Baby preparation

#### 2 Understanding Skin

#### 3 Shopping for Skin Solutions

#### 4 Optimising Routines

Phase	Nesting		Preparation		Reacting to new needs		Learning more		Narrow the choices		Deciding to shop		Selecting product		Assess impact		Establish routines		Easy Replenishment		Build Repertoire	
JTBD	"Help me navigate the advice that comes with my first baby"		"Prepare me without overwhelming me"		"Help me understand my child's skin needs"		"Give me the confidence to navigate advice & options"		"Help me feel I'm making the right choice"		"Help me obtain the trusted solution easily"		"Prepare me without overwhelming me"		"Help me assess changes and progress"		"Help me assess changes and progress"		"Help me optimise stock up routines"		"Help me feel like a parenting master"	
Key Moments	Moment that matters: 1				Moment that matters: 2				Moment that matters: 3													
Doing	Going to <b>check-ups, reading &amp; researching</b>		Most mums-to-be purchase products in their <b>2nd and 3rd trimester</b>  Products are often received from <b>friends</b> at <b>baby showers</b> and / or in <b>bounty bags</b> at preparation courses or <b>hospital baby sets</b>		Reacting to <b>skin issue</b>  <b>Weighing up</b> if need to speak to HCP		74% - 82% consult HCPs about moisturizers (IT-BR)  Looking for products dedicated to <b>specific age</b>  <b>Changing care routines</b> (removing harsh chemicals)		<b>Brand Shortlist:</b> Influenced by own past brand experiences through adult range, HCP reco, and peer input (IT)  Mothers need <b>effective, non-greasy, safe, and easy-to-use</b> solutions		Choosing <b>pharmacy</b> for advice, convenience, specialized products. (BR/IT)  Choosing <b>online</b> for best price for my brand, range, availability, promotions		<b>Shoppers select</b> based on previous experience with brand (62-42% BR/IT), HCP reco (36-50% BR/IT) and claims: Clinically tested (47-29% BR/IT), Most suitable for child's skin (44-29% BR/IT)  <b>31% of parents</b> interact with an in-store touchpoint, most of all salespeople and looking up info online. (IT)		<b>Auditioning products</b>  Products and approaches are <b>tried and shown to work</b> , and validated by HCP		<b>Creating different routines:</b>  Playtime-Bath (tension between bubbles for fun at expense of skin health) /  Night-time-Bath (prioritise effectiveness and gentleness)		Purchasing <b>2 or more brands</b>  <b>Mums only buy favourite</b> when on promo / buy others when favourite not available		66%-72% likely to review a moisturizer (IT-BR)  Often continue using products that work, <b>even after resolving issues</b>  <b>Switching</b> when mums search online, read reviews, browse stores, consult their own mothers, other parents, and HCPs.	
Feeling	Excited but <b>overwhelmed by inputs</b>		<b>Trusted', known or recommended</b> is best  Uncertain what baby will need		Unsure whether dryness is <b>normal</b> or <b>cause for concern</b>  Worried about what is <b>causing this</b>  Responsible for finding the <b>right solution</b>		What is <b>normal</b> ?  <b>Should I be concerned?</b> Did I do something wrong?		Samples provided by HCP significantly <b>influence parental choice</b>		I prefer to use products <b>I know &amp; trust</b>		<b>Relieved</b> that condition improves but <b>frustrated</b> when no improvement  Ideal moisturizer has the <b>right balance in texture</b> – easy to apply and absorb, but able to last without being sticky or oily		Confident with solutions at hand BUT <b>frustrated</b> when needing to change when fav not there  <b>Price remains important</b> throughout the journey, including repeat purchases. (IT)		Skin <b>stability</b> is too precious to mess with					
Quote	"Skin isn't something that you're really told about during maternity. No... they didn't say anything about our skin before."  France						"Initially I was devastated, was going crazy, then saw online that it's fine, normal"  France		"I usually follow my mother's advice and it always works."  Brazil		"I prefer to go to pharmacy where I can get advice if needed"  France				"At the start, she cried in the bath, it was a disaster. Now she really likes it, she's got her rubber duck and it's a pleasure for me as well. She knows when we put products on her skin, she plays with her skin to show she's happy"  France		"Now, I would say we simply don't give her skin the opportunity to dry out."  USA					



# Carine: New parent, skin conscious

B) Shopper Experience & Barriers



## 1 Baby preparation

## 2 Understanding Skin

## 3 Shopping for Skin Solutions

## 4 Optimising Routines

PREPARING

NESTING

REACTING

RESEARCHING

NARROW CHOICES

DECIDING

TRIALING

ASSESSING

ESTABLISH

REPLENISH

REPertoire

PRIORITY 1



Social Media Ads

36% (130i)



Social Media Chat Forums

66%\*



Customer Reviews

50% (131i)



Pharmacy  
(staff most influential\*)

85% (107i)



Customer Reviews

50% (131i)



Loyalty Scheme / Incentive

48% (112i)

PRIORITY 2



Internet Ad

37% (131i)



Online Tutorials

47% (111i)



Symptom Checker

42% (146i)



Grocery E-comm

75%\*



Symptom Checker

42% (146i)



CRM

38% (127i)

PRIORITY 3



Vlogs / Influencers

38% (118i)



Voice Search

33% (122i)



Vlogs / Influencers

37% (131i)



HCP  
(Paediatrician or Dermatologist)

70%\*



Vlogs / Influencers

37% (131i)



Vlogs / Influencers

37% (131i)

PRIORITY 4



Magazines

30% (121i)



Expert Reviews

23% (117i)



Chat Forums

15% (143i)



Social Media Chat Forums

66%\*



Live Chat

20% (122i)



Competitions

23% (120i)

Source: GWI New Mums

\* MetrixLab U&A 2023

# Launching with excellence means activating against consumer needs across the path to purchase of our target audience

Help me understand the importance of **skin health in babies**

Help me **navigate my child's developing skin** and understand the importance of both **immediate & long term skin health**

Make it easy for me to choose the **best and most effective solution** for my child's skin health

Help me **adopt the care habits** that create long term skin health



## Baby Preparation

## Understanding Skin

## Shopping for Skin Solutions

## Optimising Routines

Prepare for Baby

Nesting

Notice the need

Research the condition and the solutions

Narrow the choices

Decide to shop

Selecting product

Assess the impact

Establishing routines

Easy replenishment

Build into repertoire



# Competitor Dynamics

03



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**A look at competitor positioning and the proposition opportunity**

# We're entering a mature market...



...that's also fragmented at shelf

# Competition focuses on two benefit 'norms' operating within the same space

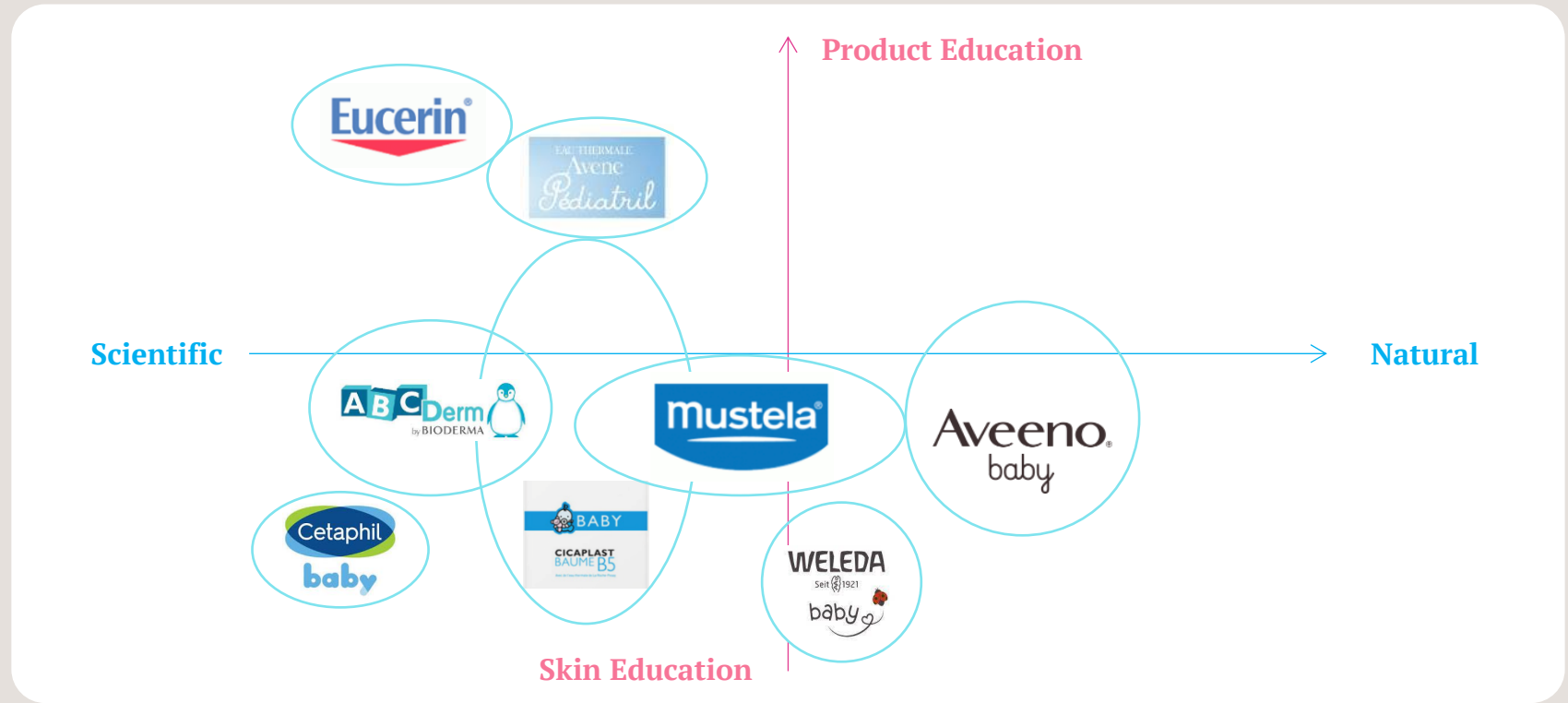
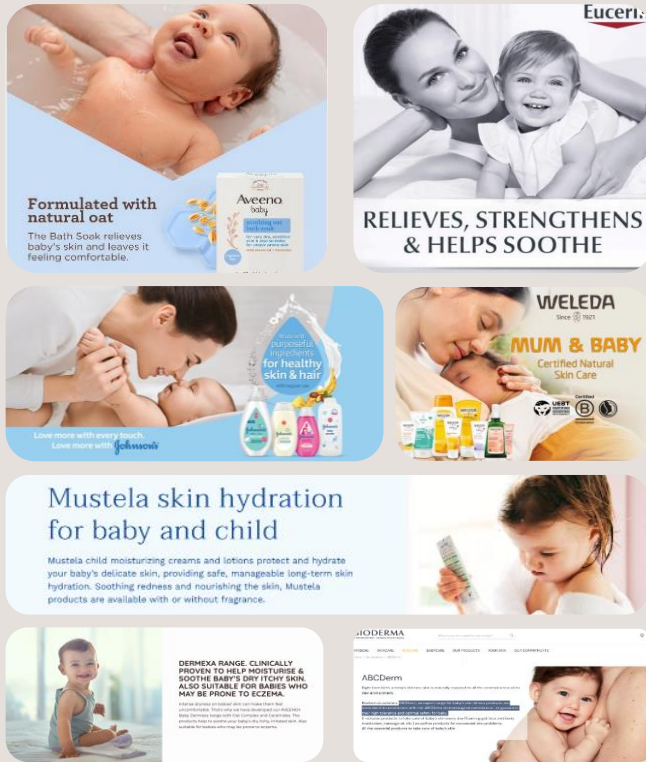
► The 'for skin today' space

## Nature vs Science

Brands position themselves as efficacious, scientifically sound solutions or ones that harness the power of nature

## Product vs Skin

Similarly, brands either focus storytelling for education on product benefits or helping parents understand baby and child skin



To capture attention, we need to leverage our distinct proposition and remain true to the scientific credentials of our brand



# Strategic Approach

04



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**Proposition and  
Product line-up**

# The proposition **opportunity**



When it comes to children's skin there is a big **gap between cultural misconceptions and reality**

Cultural Truth



A largely **unintentional approach to skin health** leaves parents feeling unprepared, uncertain and in need of help when skin issues of their baby and child arise

Audience Truth



**Little differentiation:** Whether talking science or nature, skin or product, the category operates in the 'care for skin today' need space

Competitive Context



With science-based expertise and efficacious products, **Bepanthen can help parents support baby/child skin health** both preventatively & when issues arise

Brand Strength

Bepanthen Baby & Kids products make skin more **resilient from within**, so it can better defend itself and stay healthy

Furthermore, we have the expertise and experience to **prepare parents for the reality** of their baby and children's skin needs and help turn **simple care habits** into **acts of love and skin developmental health, for today and tomorrow**

# A value proposition that supports the launch of our new line and builds on our experience and product expertise

## **Our Experiences**

Helping parents turn simple care routines into acts of skin developmental health



Love builds healthy skin for today and tomorrow

## **Our Products**

We make skin more resilient from within, so it can better defend itself and stay healthy

A close-up photograph of a woman with long dark hair holding a baby. The woman is looking down at the baby with a gentle expression. The baby is wearing a white onesie. The image is set within a rounded rectangular frame.

Real care doesn't  
just protect today.

**Real care  
actively builds  
for a better  
tomorrow.**

---

Therefore, when we launch  
the new Baby & Kids range,  
we need to make it clear that  
**Bepanthen® Baby & Kids**  
**is an ally for healthy skin**  
**development**, supporting  
families in building baby  
and child skin resilience,  
**keeping skin healthy**  
**and protected.**

# Bepanthen® Baby & Kids - Keeping skin healthy and protected

Bepanthen® Baby & Kids daily skin care range protects baby's skin from birth and throughout childhood by **supporting the healthy development of all 3 layers of skin barriers**

## 01 MICROBIOME BARRIER

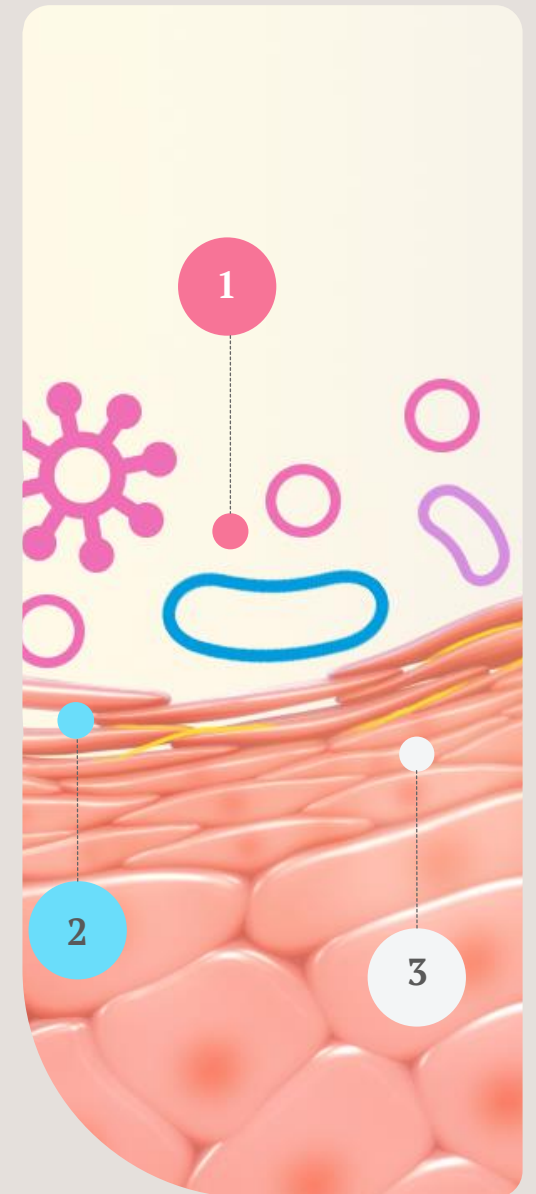
A carefully selected **prebiotic**, tested for strong efficacy, promotes a healthy and diverse microbiome and controls *Staphylococcus aureus* overgrowth

## 02 PHYSICAL BARRIER

**Vernix caseosa-like lipids** and **panthenol** strengthen the physical barrier and decrease skin permeability and TEWL

## 03 BIOCHEMICAL BARRIER

**Long-lasting natural moisturizers** and **skin-essential vitamins B3 and B5** maintain skin biochemistry and protect against dryness and pH imbalance



# Bepanthen Baby & Kids

## Products recommended by age



Newborns



Babies



Children

0 month

1 month

6 month

12 month

18 month

2 years

3 years

4 years

5 years

6 years

7 years

8 years

9 years

10+ years



Moisturisers

**Body & Face Cream\***  
For normal, sensitive and dry skin

**Body Lotion\*\***  
For normal, sensitive and dry skin



Cleanser

**Bath & Wash**  
For normal, sensitive and dry skin

The cream is thicker and richer in lipids than the lotion, making it ideal to protect and intensively moisturise the most vulnerable immature skin of the face and body of newborns and babies up to 2 years of age

The lotion is lighter and penetrates skin faster than the cream, making it more suitable for daily hydration of larger areas, such as the body of babies over 2 years of age and children

\*Though the cream is most valuable for developing immature skin from birth on, it can be used during childhood and beyond.

\*\*Though the lotion is specifically for babies and children, it is tested and safe for use from 1 month of age onwards.

# Bepanthen® Baby & Kids

Nourish & Protect  
Body & Face cream



For newborns  
and babies



► **Strengthens** baby's developing skin keeping it healthy and protected **from dryness, redness, and flakiness**



► **Contains the “Vernix Care Complex +”**, which mimics not only the essential actives of the vernix caseosa but also its lipid-rich structure (a water-in-oil system)  
→ **Specifically developed for newborns and developing baby skin to protect and strengthen skin from birth on**



**Lipid-rich, hypoallergenic, vegan formula,** free from fragrances and preservatives, with more than **90% of ingredients from natural origin**



**Specifically developed for the most vulnerable, immature skin** of newborns and babies (primarily for the first 24 months of life)



Tested with **pediatricians and dermatologists**



# Bepanthen<sup>®</sup> Baby & Kids

Nourish & Protect  
Body lotion



For babies  
and children



Moisturizes and nourishes skin to **support healthy skin development**



**Contains** the rich blend of ingredients of the “**Vernix Care Complex**”



Lightweight, fast-absorbing, hypoallergenic, vegan formula, free from fragrances and preservatives, with more than **90% of ingredients from natural origin**



For **babies and children**

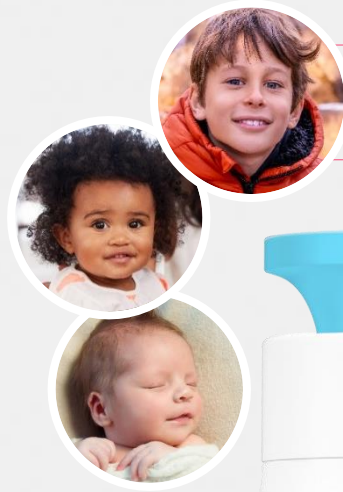


Tested with **pediatricians and dermatologists**



# Bepanthen® Baby & Kids

Nourish & Protect  
Bath & wash



For newborns,  
babies  
and children



Tear-free, biodegradable,  
hypoallergenic and vegan  
formula, free from fragrances  
and preservatives



From 1<sup>st</sup> bath: for **newborns,**  
**babies and children**



Tested with  
**pediatricians**  
and **dermatologists**










► **Gently cleanses  
and nourishes skin**  
to help support healthy  
skin development



► **Contains** the rich blend  
of ingredients of the  
“**Vernix Care Complex**”

# Product Portfolio and Minimum Launch Range Guidance

Product	Nourish & Protect Body & Face Cream		Nourish & Protect Body Lotion		Nourish & Protect Bath and Wash		
UI number	1615042		1615043		1615041		
Galenic Form	Cream		Lotion		Wash Gel		
Pack Sizes & Formats	100ml Tube	200ml Tube	200ml Tube	400ml Pump Bottle	200ml Bottle	400ml Pump Bottle	400ml Refill Pouch
							
Minimum Range for small Retail Customers	Mandatory	Recommended	Recommended	Recommended	Mandatory	Recommended	Recommended
Minimum Range for large Retail Customers	Mandatory	Recommended	Recommended	Mandatory	Mandatory	Mandatory	Recommended

# Bepanthen Baby & Kids

# Portfolio summary recap

BEPANTHEN BABY & KIDS RANGE			
PURPOSE	Designed to support healthy skin development in babies and children		
FORMULATED FOR	Immature baby skin from birth on - for newborns, babies and children (0-10 years of age)		
SIGNATURE TECHNOLOGY	Mother's womb-like skin protection: <b>formulations inspired by the vernix caseosa</b>		
SEGMENT	SKIN CARE – MOISTURIZERS		CLEANSING
FULL PRODUCT NAME	<b>Nourish &amp; Protect Body &amp; Face Cream</b>	<b>Nourish &amp; Protect Body Lotion</b>	<b>Nourish &amp; Protect Bath and Wash</b>
PACK SIZE	100ml, 200ml	200ml, 400ml	200ml, 400ml, 400ml refill
GALENIC	Cream	Lotion	Wash Gel
PACK FORMAT	Tube	Tube (200ml), Pump Bottle (400ml)	Bottle (200ml), Pump Bottle, Refill Pouch (400ml)
KEY INGREDIENTS	Physical barrier: <b>Vernix Caseosa-like lipid(s)</b> and <b>panthenol</b> , strengthen the physical barrier and decrease skin permeability Biochemical barrier: <b>long-lasting moisturiser(s)</b> and <b>skin-essential vitamins B3 and B5</b> maintain the epidermal biochemistry and protect against dryness and pH imbalance Microbiome barrier: a carefully selected <b>prebiotic</b> that promotes a healthy and diverse microbiome and prevents <u>Staphylococcus aureus</u> overgrowth		
KEY TECHNOLOGY	Higher concentration of above ingredients + mimicking the structure of the vernix through water-in-oil emulsion	All above ingredients in oil-in-water emulsion	All above ingredients plus gentle cleansing agents
KEY PRODUCT BENEFIT	<b>Strengthens baby's developing skin barrier keeping it healthy and protected from dryness, redness and flakiness</b>	<b>Moisturizes and nourishes skin to support healthy skin development</b>	<b>Gently cleanses and helps support healthy skin development</b>
FURTHER PRODUCT HIGHLIGHTS	Forms a light second skin protective film which shields baby's skin against daily environmental stress; For use on body and face	Non-greasy, fast absorption	Head-to-toe wash and bath; Biodegradable; Tear-free formula
FOR WHOM	From birth on - for newborns and babies, for normal, sensitive, dry skin	For babies and children, for normal, sensitive, dry skin	From birth on - for newborns, babies and children, for normal, sensitive, dry skin
UI NUMBER	1615042	1615043	1615041



# How we Launch With Success

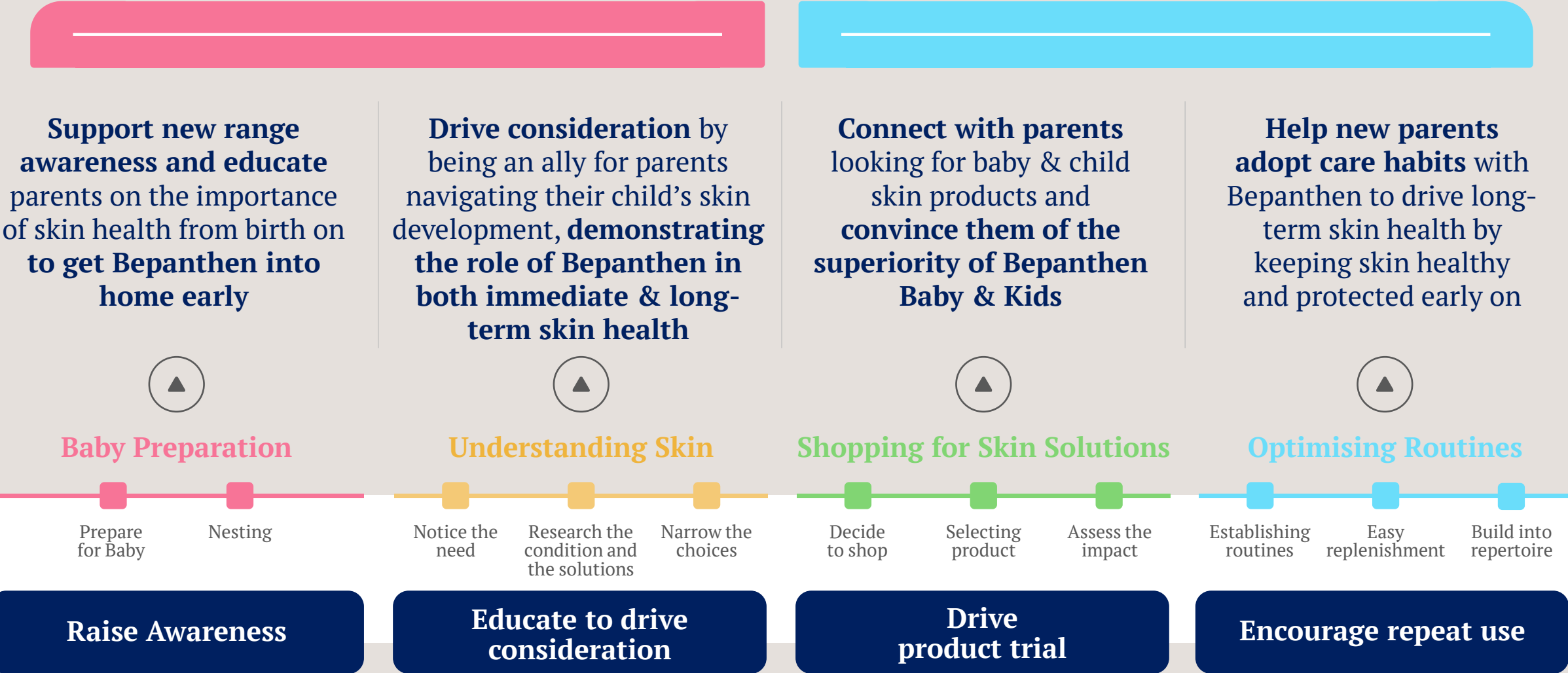
05



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**Key moments to intervene**

# Launching with excellence means activating against consumer needs across the path to purchase



# Key Moment: Prepare for Baby

## Key insight / Need

Expecting parents will buy/receive products before baby arrives with little understanding of baby skin needs: **“Seeing my baby’s skin healthy makes me happy but I know that despite being perfect today, it’s still quite sensitive so I seek safe and gentle solutions.**

## Barriers to Overcome

Category feels overwhelming: Baby Skincare category is huge. I feel overwhelmed with all the options, not sure where to start.

Skin Misconceptions & Expectations: Common myths and expectations of 'perfect baby skin' might prevent proactive skin care preparations

## Key Channels

TV, VOD  
OLV, Paid Social  
SEO  
Retail  
Parenting forums/ websites

## Moment Opportunity

Buying last minute items - many parents-to-be purchase products in their 2nd and 3rd trimester, without certainty as to what their baby will need

In many markets products are often received from friends at baby showers and / or in healthcare / hospital gifted baby sets

## Opportunities for Bepanthen: Raise Awareness

Show parents the importance of proactively looking after their babies’ skin from the very start with gentle, safe, and effective Bepanthen skincare. Show Bepanthen is a brand that understands the unique skin needs of newborns.

## Barriers to Overcome

Social Media Adverts (36%)  
Vlogs / Influencers (37%)  
Online Displays (38%)  
Podcasts (30%)

## ▶ Key Tactics to implement

### Awareness

Paid Digital: Digital awareness communications on websites relevant for audience  
Partnerships with key parenting influencers

### Education

Owned/Paid Social: Skin Health Quiz: Online quiz that parents can use to test their knowledge on skin health - combine with key health topics like rashes etc. to elevate importance of learning. (Website, owned social)

### Trial

Physical / Digital Sample kit and education package: Offer new parents a customisable sample kit/bundle that they can order online after answering a few questions about their skin type and future concerns. Leads to CRM and regular contact throughout the journey.

Retailer wish lists: Gifting solutions (e.g. partnership bundles).

Partnership with new parent trial packs (bounty bags, hospital/midwife gifted baby sets)

## ▶ Innovation Opportunity: [see Innovative Interventions section]

Bepanthen Beginnings

Newborn Nesting Wishlist

Skin Sure ChatBot

SkinSense Quiz

## ▶ Key Messages to Land:

### Benefit

Bepanthen supports skin development from birth on, so baby’s skin remains healthy and protected.

### RTB

Bepanthen is trusted and credible baby skin brand and leader in nappy rash with longstanding expertise in skin health

# Key Moment: Understanding Skin & Searching for Skin Answers

## Key insight / Need

Parents often face uncertainty, reacting more emotionally for their child's needs. HCPs – such as pediatricians or midwives – and trusted advisors are a key point of reference.

"There is a lot of pressure to make the right choice for my child's skincare. I've researched online and asked others for advice but it's still hard to navigate all the opinions and options, a lot of brands offering gentle skincare. I want something that will be effective but I'm afraid of putting harmful, harsh ingredients on my baby's / child's skin."

## Barriers to Overcome

**Low awareness & recommendation of new range by HCP/ Others:** Bepanthen known as nappy rash not for holistic skin health, Low levels of use experience/reviews

**Natural Only:** I worry about harsh chemicals on their skin so choose only natural products

## Key Channels

OLV, Podcasts  
Partnerships/ PR  
SEO  
Website/ eCommerce  
HCP

## Moment Opportunity

New parents are not sure when skin irregularities are a cause for concern

New parents starting point to use skin maintenance products is HCP recommendation or 1st experience of skin concerns. More experienced parents will research online and seek advice from others

Seeking products dedicated to specific age

## Opportunities for Bepanthen: Educate To Drive Consideration

Communicate how Bepanthen's loving expertise and efficacy can provide gentle and effective care and protection for babies' & kids' skin healthy skin development

## Typical Touchpoints

**Social Media Chat Forums** (66%)  
**Online Tutorials** (47%)  
**Expert Reviews** (33%)

## Key Tactics to implement

### Awareness

Optimise SEO: for Bepanthen Baby & Kids to drive visibility across key category search terms

Product page optimisation: utilise full brand and product real estate on eCommerce platforms & owned website to fully inform parents on Bepanthen benefits, ensure product pages tagged for broad set of keywords

### Education

Owned channels: utilise skin health educational content to help parents understand the role of skincare for health while reassuring with information about Bepanthen's efficacy, suitability & safety

### Trial

Partnership: utilise parenting influencers to drive recommendations

HCP Education: drive acceptance and knowledge of Bepanthen Baby & Kids range among HCP

Reviews: stimulate early reviews on eCommerce

## Innovation Opportunity: [see Innovative Interventions section]

The Skinsight Library

SkinSense Quiz

SkinSure ChatBot

## Key Messages to Land:

### Benefit

Bepanthen Baby & Kids range is designed to support healthy skin development and keep skin protected.

### RTB

Unique formulation inspired by the vernix caseosa which offers mother's womb-like skin protection for their delicate skin. Vegan formulations, free from preservatives and fragrances. Tested with pediatricians and dermatologists.

# Key Moment: Shopping for Skin Solutions

## Key insight / Need

Parents need a straightforward and fast way to select their baby skincare choices, balancing the factors of trust, experience and recommendation, all while wanting to retain the feeling of being as informed as possible and in control of their choices. **"I have a list of brands in mind that are recommended online, and I want to feel reassured that I'm choosing both the most effective and safe solution for my child."**

## Barriers to Overcome

### Low direct recommendations by peers / influencers:

Low levels of use experience/reviews

### Low brand visibility:

Brand not noticed on baby skincare shelf

### Low communication of differentiation:

Low understanding of benefit/differentiation vs competitive brands

## Key Channels

Paid Search

Retail media/POS

Samples/trial product

Pharmacist

Customer reviews

## Moment Opportunity

Switching from current brands happens when parents search online, read reviews, explore store aisles and talk to peers

Brand shortlist strongly influenced by past brand experiences, HCP recommendations, and peer input

Product selection influenced by HCP verified claims

Parents interact with in-store touchpoints and salespeople, whilst also looking up info online

## Opportunities for Bepanthen: Encourage Product Exploration & Trial

Disrupt to create stand out among competition and attract parents to discover & trial Bepanthen Baby & Kids range. Instil confidence and reassurance in parents' decision in choosing Bepanthen because it is proven to be both safe and effective

## Typical Touchpoints

**Pharmacy** (85%, staff most influential)

**HCP - Paediatrician or Dermatologist** (75%)

**Coupons/Sampling** (70%)

**Social Media Chat Forums** (66%)

**Customer Reviews** (43%)

## Key Tactics to implement

### Awareness

Instore / eCommerce Visibility: utilise at category & at shelf stand out visibility to attract shopper eye

### Education

Bring skin science to life at shelf: help parents understand the science behind Bepanthen by showing how it works on the skin and the benefit of regular use

### Trial

Product-in-hand Trial: allow shoppers to experience the product either through product testers or trial packs

Reviews: stimulate early reviews on eCommerce

Affiliate marketing program: utilise eCommerce platform mechanics to convert recommendations into purchase

## Innovation Opportunity: [see Innovative Interventions section]

The Skinsight Library

SkinSure Baby Bot

BubbleScience Instore

Bepanthen Beginnings

BabyBuy Hijack

## Key Messages to Land:

### Benefit

Bepanthen Baby & Kids builds resilient, healthy skin today & tomorrow

### RTB

Strengthens all 3 layers of skin for healthy skin development  
Tested with pediatricians & dermatologists  
Vegan formulations

# Key Moment: Optimising Skin Routines, building a repertoire

## Key insight / Need

Parents have little-to-no frame of reference to assess the best routines, or the impact of them on skin health. **"I am so pleased with my choice of products from Bepanthen, as my child is happy and comfortable, and we've been enjoying happy family moments whilst using them, but I'm tempted to switch to something cheaper especially as they get older, and their skin looks healthy."**

## Barriers to Overcome

**Unclear Measurement Baseline:** Parents might lack a clear standard or timeframe for evaluating the product's effectiveness

**Fun vs Function:** Highly efficacious products don't always provide the sensorial / emotional benefits and get left out of routine - e.g. scent, bubbles, fast absorption

**Stock Availability:** Will switch if product not available

## Key Channels

In Store / POS

Social Communities

SEO / Search

Website/ eCommerce

HCP

## Moment Opportunity

Products and approaches need to be trialled and shown to work, and/or validated by HCP

Continuation of successful routines – Parents tend to carry on using what they perceive to be the successful products

Parents are creating different routines EG playtime bath (tension between bubbles for fun at expense of skin health) / Night-time bath (prioritise effectiveness and gentleness)

## Opportunities for Bepanthen: Support everyday adoption

Educate parents on the importance of building regular skin routines for their child, which they can carry as a healthy habit for life, with Bepanthen being integral to their skin repertoires

Offer avenues to recommend Bepanthen skin care range to other parents

## Barriers to Overcome

On/in pack

Retail media

Paid social

Website

CRM

## Key Tactics to implement

### Awareness

Always-On Instore/eCommerce Visibility: utilise at category & at shelf stand out visibility to attract shopper eye

### Education

Routines for Health: inspire parents to adopt Bepanthen routines for longer term the skin health, from birth to 10

### Trial

Reviews: stimulate reviews on eCommerce

Affiliate marketing program: utilise eCommerce platform mechanics to convert recommendations into purchase

Retail repeat buy offers: create favourable purchase options for those willing to commit to longer term buys

## Innovation Opportunity: [\[see Innovative Interventions section\]](#)

BabyBuy Hijack

## Key Messages to Land:

### Benefit

Nothing works better than Bepanthen's loved and proven range of skin care products in supporting healthy skin development for babies and children

### RTB

Bepanthen has a holistic range of effective baby & kids skin care products for use every day from birth on throughout their childhood, clinically proven to support their healthy skin development



# Launching with Excellence: Activating Retail Channels

06



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**Ideas to win in priority  
retail channels**

# Win in priority retail channels



## Pharmacy



## Parapharmacy / Drugstore



## eCommerce

01 ▶

### Importance of Channel to the Category

Main channel for advice led purchases (esp. among expecting parents)  
 -----  
 Most often used channel

Main channel for broader family and baby / childcare purchases  
 -----  
 2<sup>nd</sup> most often used channel

Fastest growing channel in category  
 -----  
 Essential for omni-channel experiences  
 -----  
 Amazon typically used by 20% of parents (IT) -21% (BR)  
 -----  
 Online pharmacy typically used (39% BR / 21% IT)

02 ▶

### Key Experiences/Touchpoints

What people interact with when they shop

eDM  
 -----  
 Pharmacist / Staff advice  
 -----  
 Promotional POS visibility in transition zones  
 -----  
 Secondary sighting (FSDU, POS)  
 -----  
 In category visibility POS  
 -----  
 On shelf navigation  
 -----  
 Product samples

eDM  
 -----  
 Retailer social media  
 -----  
 Promotional POS visibility in transition zones  
 -----  
 Secondary sighting (FSDU, POS)  
 -----  
 In category visibility POS  
 -----  
 On shelf navigation  
 -----  
 Product samples

eDM  
 -----  
 Retailer social media  
 -----  
 Digital Banners  
 -----  
 Retailer special offers  
 -----  
 Product Description Page  
 -----  
 SEO  
 -----  
 On platform promos

# Winning in pharmacy (in store)

## ► Shopper channel insight

### Why

**Seeking expert advice** (from pharmacist) and knowledge on a wide range of products and solutions

**Often a trusted expert in local communities**

**Seeking pharmacy-exclusive brands/products**

### Who

**First time parent with no experience**  
with skin health issues

**Parent with experience** (either personal or through child) with skin health issues

**Parents with older child** (or multiple children) with existing family skin issues

### Mission

Discover/try new products and seek expert advice

Shop for immediate need

Fulfill family health mission needs

### When & Where

**Local community Pharmacy** - established trust and relationships with local shoppers

**More regular shopping patterns** with peaks around key seasonal illness shifts

**Shoppers familiar with stores and shopping reactively** so time spent can be short

## ► Key Actions

### Visibility

**Seeking expert advice** (from pharmacist) and knowledge on a wide range of products and solutions

**Often a trusted expert in local communities**

**Seeking pharmacy-exclusive brands/products**

### Communication

Clearly communicate range & SKU benefits  
**to help shoppers select**

**Help shoppers navigate range-**  
connect shopper to right product for their skin

**Communicate wider implication of long-term skin stability** in health context

**Align with retailer's Loyalty programmes**

**Retain brand superiority and credibility**  
by adding value through education/expert advice and minimise deep price cuts

**Ensure staff training to deliver consistent message through expert**

### Conversion

**Activate sampling / in store trial to drive experience and overcome usage uncertainty**

Activate against retailer seasonal campaigns



# Channel Approach Pharmacy (in store)



## Merchandising Principles

Ensure location in baby & child skin care section

Position next to other Bepanthen products, especially nappy care

Merchandise in order of action: Cleanse | Moisturise | Treat

### Pharmacist Zone ◀

**GOAL:**  
Intercept shoppers when they are engaged in expert conversations to drive discovery and support expert/shopper conversations

**TOUCHPOINTS:**  
CTU

### ▶ Destination Zone

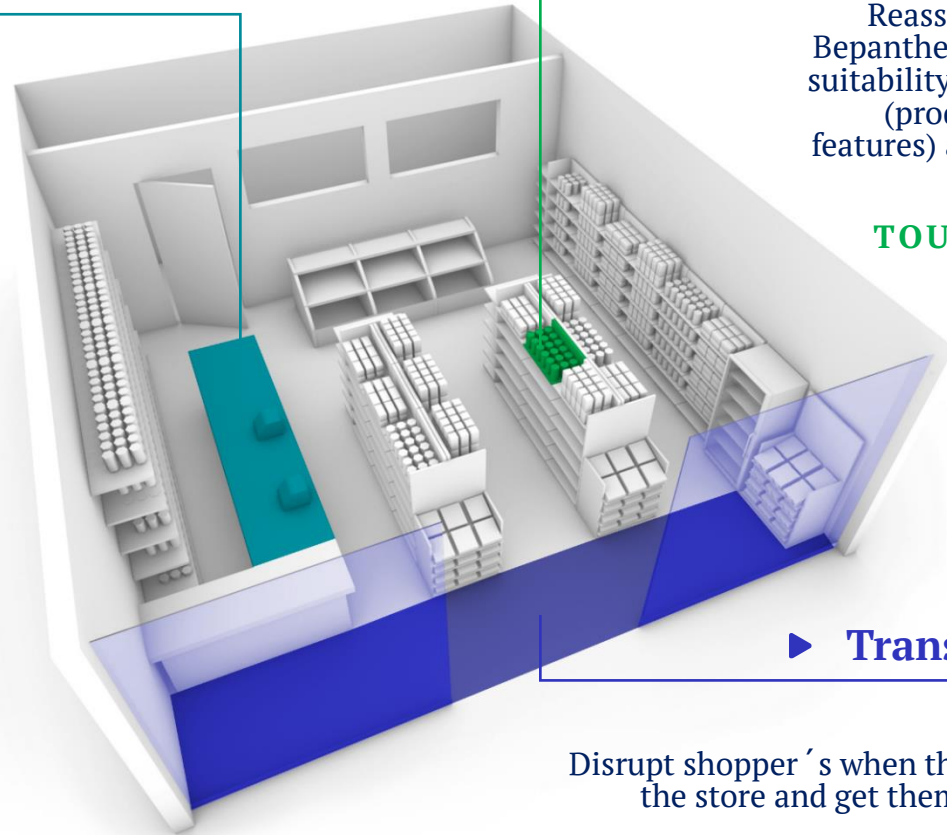
**GOAL:**  
Reassure shoppers of Bepanthen superiority & suitability for their needs (product intrinsics / features) as they validate their selection

**TOUCHPOINTS:**  
Shelf Strips  
Barkers  
Wobblers

### ▶ Transition Zone

**GOAL:**  
Disrupt shopper's when they are entering the store and get them to consider us

**TOUCHPOINTS:**  
Proximity Window Posters



# Winning in parapharmacy/drugstore (in store)

## ▶ Shopper channel insight

### Why

**Ability to access a wide range of products and new product discovery/learning across health & beauty** (family and baby)

### Who

**First time parent** with no experience with skin health issues

**Parent with experience** (either personal or through child) with skin health issues

**Parents with older child** (or multiple children) with existing family skin issues

### Mission

**Planned replenishment shop** (self and family)

**New product** inspiration and search

### When & Where

**Local stores are often community centric and will have regular local shoppers**. Longer dwell time than other channels due to vast range and nature of main shop. More regular shopping patterns with peaks around key seasonal shifts

## ▶ Key Actions

### Visibility

**Shoppers are generally familiar with stores and offering** therefore disruption and education is key to catch their attention  
**Create visible brand area** (even if only 1 shelf) to draw shopper eye to brand. At shelf help quickly navigate the range  
Ensure brand visibility and location in baby care section  
**Utilise secondary placement** at launch to intercept shoppers when not on baby skin mission

### Communication

**Maximise retailer ecosystem to promote launch** (e.g. magazines, eDM, apps)

**Clearly communicate range & SKU benefits** to help shoppers select

**Reframe value by communicating immediate** and long term benefits & connecting with emotions

**Align with retailer's** Loyalty programmes

**Create opportunities** to connect in store shoppers with online reviews

### Conversion

**Activate sampling** / in store trial to drive experience and overcome usage uncertainty

**Activate against retailer** seasonal campaigns

**Activate retailer CRM** audiences and drive trial offer

**Innovate with extended ways** to buy (subscribe & save)



# Channel Approach Parapharmacy /drugstores



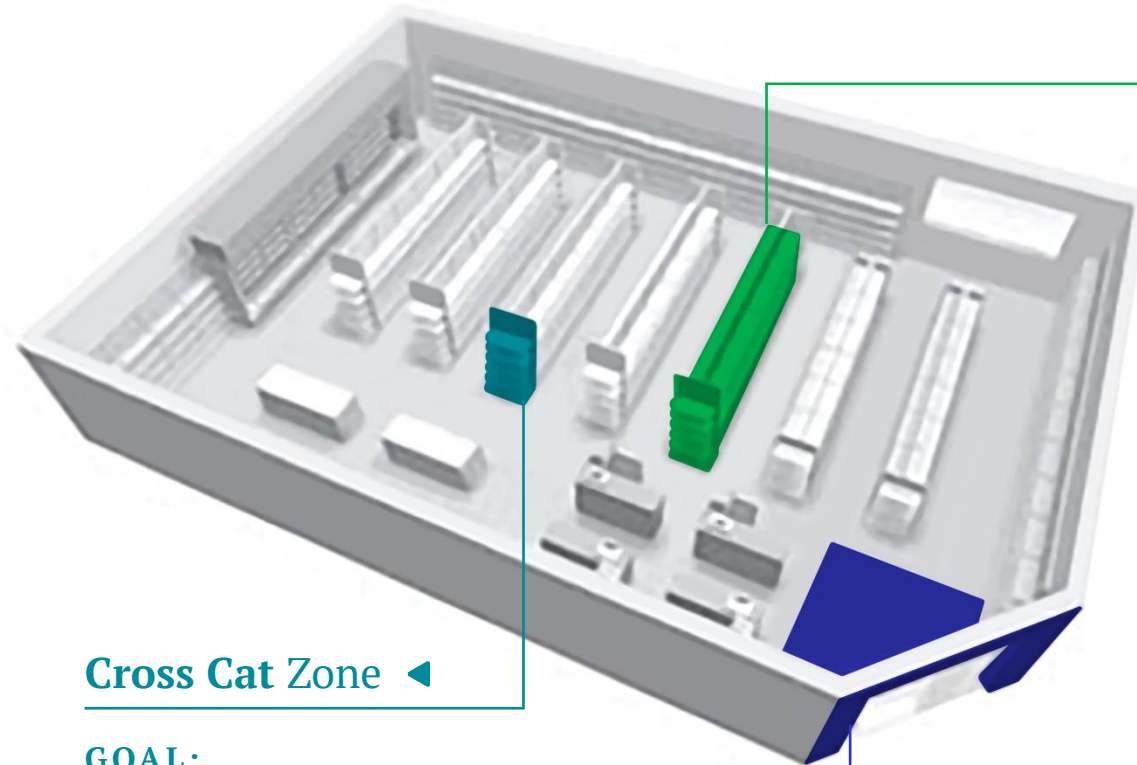
## Merchandising Principles

Ensure location in baby & child skin care section

Position next to other Bepanthen products, especially nappy care

Merchandise in order of action: Cleanse | Moisturise | Treat

Utilise secondary placements into relevant sections (e.g. baby section) or for additional launch visibility



### ► Destination Zone

**GOAL:**  
Reassure shoppers that the Bepanthen formula is the best solution for their needs (product intrinsics / features) as they validate their selection.

**TOUCHPOINTS:**  
Shelf strips / Barker  
Wobbler  
Hotspot

### Cross Cat Zone ◀

**GOAL:**  
Intercept shoppers on cross category missions and drive discovery

**TOUCHPOINTS:**  
FSDU, Hotspots

### ► Transition Zone

**GOAL:**  
Disrupt shopper's when they are entering the store and get them to consider us

**TOUCHPOINTS:**  
Proximity Window Posters

# Winning in e-Commerce

## ▶ Shopper channel insight

### Why

**Looking to access widest range of products across health & beauty** to allow for best price/offer comparison.

**Discovery, price and volume** are key motivations for shopping in this channel.

**Although price is key, Parents are open to NEW and will pay** for quality and expert products if they understand the benefits.

**Ability to access testimonials/reviews from real users creates** added reassurance for new product buyers and are increasingly more influential in some category's vs retailer staff recommendations.

### Who

**All parent audiences** driven by range, convenience and value motivations

**Parents in areas of limited retail offer** (e.g. rural)

### Mission

**Purchase:** Planned new product or replenishment shop (self and family).

**Discovery:** Browsing for new product inspiration, offers, education and benefits

### When & Where

**Key seasonal /Retail events** are especially strong in driving visits and purchase.

**Trust, easy navigation and convenient fulfilment** are key to retailer choice.

Dwell time on site could be long due to shopper desire for discovery

**Strong visuals and video key to engagement.** Shoppers will look on social media and mobile apps for inspiration and these will often drive to e-commerce

## ▶ Key Actions

### Visibility

Help **retailers to optimise category** taxonomies and activate search

Ensure **products aligned to wide set of search terms to tap into generic,** need & brand searches

**Use paid to appear in competitive/ cross category** searches

**Position in cross category - seasonal /event areas where available** - online demo /expert award decals

### Communication

**PDP:** Ensure robust brand digital shelf presence, experience & information. Use claims to reassure **shoppers on credibility of product claims**

**Brand Stores:** Guide shoppers through the portfolio and connect them to better product choices based on needs / age

**Reviews:** Encourage/drive reviews at launch

**Performance:** Utilise retailer online tools to connect shoppers to solutions in new ways (powered by benefit led education and advice)

**Performance:** Activate retailer media against target audiences

**Performance:** Align with retailer's Loyalty programmes

### Conversion

**Create add in/ surprise samples/minis** solutions to key shopper audiences

**Utilise cross category** offers where relevant based on data cues



# Channel Approach e-Commerce



## Merchandising Principles

Ensure location in baby & child skin care section

Tag product against top search terms in market – expanding search terms to cover baby/child age, skin need, sensitivity, skin issue

Cross sell across own ranges by utilising PDP links (where retailer functionality permits)

When building brand stores help shoppers understand habits across Cleanse | Moisturise | Treat

### ▼ Awareness & Discovery



#### GOAL:

Disrupt and capture shopper's attention before or as they enter the online store to get them to consider us

#### TOUCHPOINTS:

Retailer Social Media /  
Online Banners / SEO

### ▼ Consideration & Evaluation (Impulse)



#### GOAL:

Break autopilot browsing behaviours to get them to add us to their evaluation set

#### TOUCHPOINTS:

Online Banners

### ▼ Validation & Conversion (Destination)



#### GOAL:

Reassure shoppers that our formula is the best solution for their needs (product intrinsics / features) as they validate their selection

#### TOUCHPOINTS:

PDP



# Launching with Excellence: Innovative Interventions

07



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**Ideas driven by audience  
needs in key moments  
that matter**

# Bepanthen Beginnings

## Empowering new parents with the essential starter kit and knowledge for effective baby skincare, simplifying their preparation journey

This concept revolves around an innovative partnership strategy, combining and featuring Bepanthen products with essential baby care items in tailored trial packs

Designed for first-time parents, these packs, potentially in collaboration with platforms like Amazon, local market baby-care digital retailers and healthcare providers, aim to demystify the world of baby skincare choices and proactively prepare first-time parents to think about baby skin, before issues occur

By combining essential items and providing educational (physical or digital) content, these packs simplify future decision-making, reduce overwhelm, and instill confidence in new parents, ensuring they are well-prepared to enjoy their new role

### Our Solution ▼

- Create a basic trial pack offering, incorporating key Bepanthen products and engaging printed educational pamphlets that feature QR codes to lead to digital content and offers (opening CRM / Data Capture opportunities)
- These packs could be also distributed through partner platforms or Bayer-owned partner brands such as Elevit, focusing on accessibility and ease of use for expecting and new parents



# Newborn Nesting Wishlist

## Streamlining and sharing the journey for expectant parents to prepare their nest with love, one click at a time

The 'Newborn Nesting Wishlist' is a digital initiative that revolutionises how first-time parents prepare for their newborn's arrival

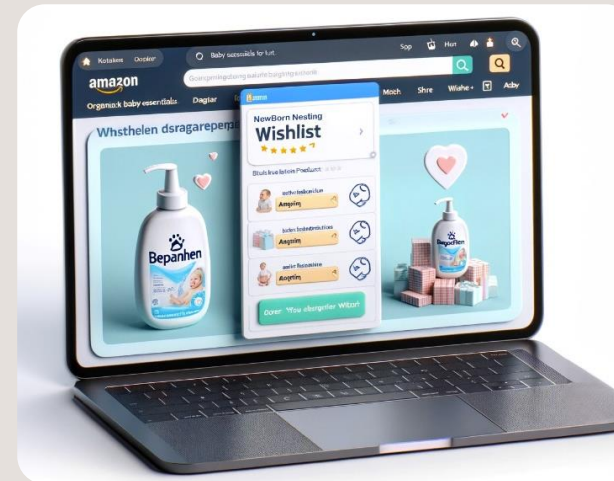
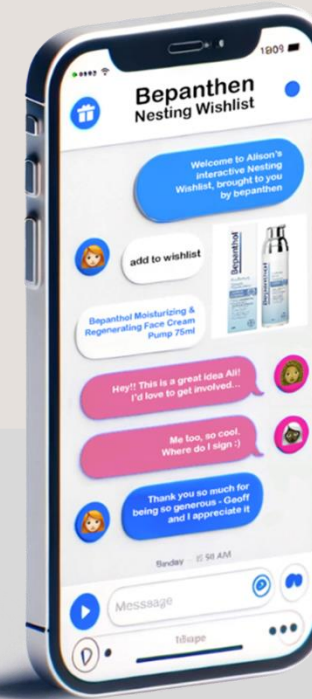
Powered through smart-bot-enabled group chat in WhatsApp, messenger (or in-market alternative), parents can create a customisable Amazon Baby Wishlist - including our new range of skincare products

It's designed to simplify selecting and sharing essential items for their baby's nursery and care, including a special focus on skincare

The wishlist can easily be shared with friends and family, allowing them to contribute meaningfully to the baby's early days. Bepanthen products are prominently suggested or automatically included in the list, ensuring that top-tier skincare is always part of the preparation

### Our Solution ▼

- A simple digital experience promoted through digital channels and in-store, where parents can create an Amazon Baby Wishlist, including suggested Bepanthen products and other baby essentials.
- This tool offers convenience in sharing the list with friends and family for gifting purposes.



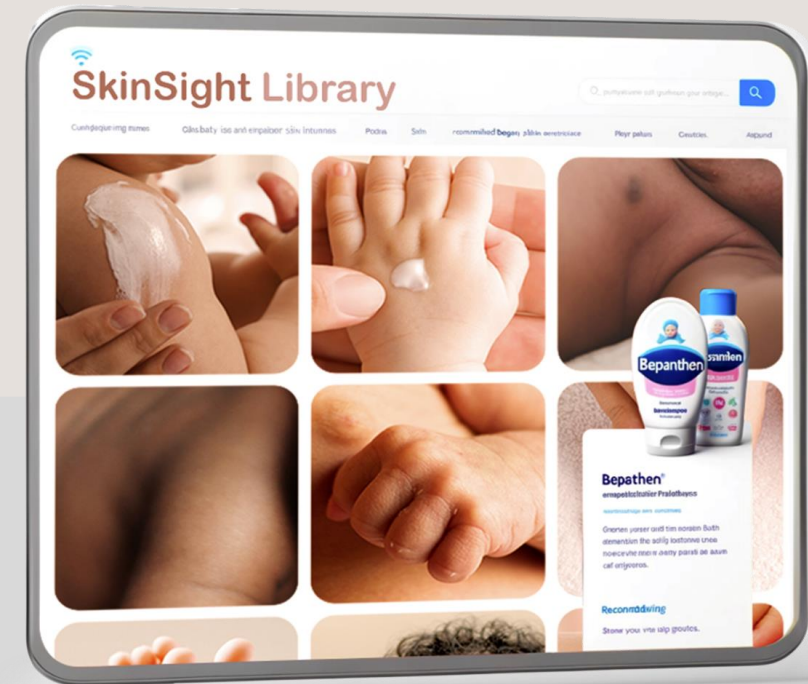
# The Skinsight Library

## Empowering parents with diverse visual insights to understand and assess their child's skin

The Skinsight 'Baby & Child Skin Image Library' is an innovative digital resource designed to assist parents in recognising and understanding various everyday child skin conditions visually, on diverse skin-colours and types.

This searchable bank and gallery of images showcases babies and children with different skin-colours, types and conditions, aiding parents in self-assessing their child's skin - driving reassurance and signposting the best way (and product to use) to look after and treat

The tool serves as a visual guide and a platform for emotional support and shared experiences, reinforcing Bepanthen's commitment to caring for all babies, which is especially valuable for parents



### Baseline Solution ▼

- Develop an online image library accessible via the Bepanthen website, featuring a variety of baby and child skin conditions and types with descriptions and recommended Bepanthen products or other care routines
- This tool offers parents a straightforward way to compare and understand their child's skin issues visually

### Advanced Solution ▼

- Create a more advanced, interactive version of the image bank. This enhanced tool could include AI-powered image recognition for personalised advice, a community forum for parents to share experiences and support, and expert insights from dermatologists



# SkinSense Quiz

## Empowering new parents with knowledge and confidence in baby skincare, right from the start

The 'SkinSense Quiz' is an interactive and educational tool designed for new parents to prepare them for skin issues that newborns face

This digital quiz, accessible via Bepanthen's website or app, is designed to inform parents about common skin conditions and the importance of establishing a baby-skin routine early on, supporting healthy skin development

By taking the quiz, parents will learn not only about baby skin health but also how Bepanthen can play a pivotal role in preventing and remedying skin issues

The quiz is promoted through digital and social channels, making it easily accessible and engaging for expectant or new parents

### Our Solution ▼

- Develop an engaging yet simple and informative quiz hosted on the Bepanthen website, covering basic topics on newborn and baby skin health and care
- The quiz results guide parents to appropriate Bepanthen products, offering simple advice and reassurance



# SkinSure ChatBot

## Your on-call adviser for baby and child skincare advice, day or night

The SkinSure Chatbot is an AI-powered assistant ready to offer proactive and on-demand advice and reassurance on baby and child skincare

With the ability to describe common skin issues and suggest specific Bepanthen products, the SOS Chatbot is an indispensable tool for parents and caregivers. It wouldn't attempt to diagnose conditions, rather it would slowly educate and guide, especially first-time parents, through the steps of taking care of their child's evolving and maturing skin

Its empathetic AI is designed to reassure parents and give simple advice and examples to help parents keep their child's skin healthy

The chat can easily support frictionless, one-touch buying of relevant products



### Baseline Solution ▾

- Implement a simple chatbot that provides immediate, scripted responses to frequently asked questions about baby and child skincare on the Bepanthen website.

### Advanced Solution ▾

- Develop a more sophisticated AI-powered chatbot with advanced natural language processing capabilities to offer personalised advice, accessible via messaging apps like WhatsApp.



# BubbleScience Instore

## Using creative science to engage Shoppers with Bepanthen's benefit

A play inspired instore activation that helps parents understand baby & child skin and what it takes to strengthen it

A science museum worthy demo all delivered at the shelf, brings together the science of Bepanthen and the science of skin to show parents how baby's skin can be protected and strengthened

The POS acts to both draw attention to Bepanthen as well as communicate its strong scientific and baby skin expertise and can be scaled from static to digital, large or small depending on the retail space and importance

### Baseline Solution ▼

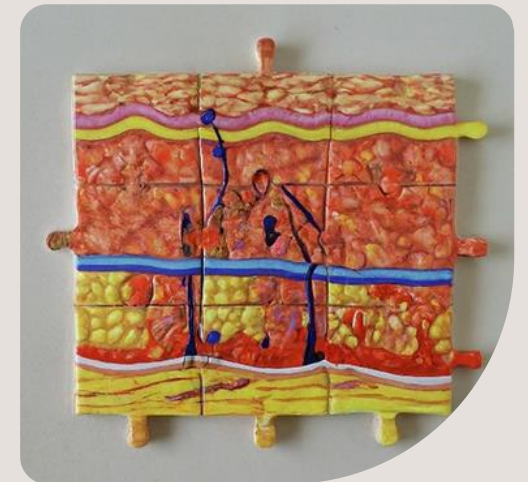
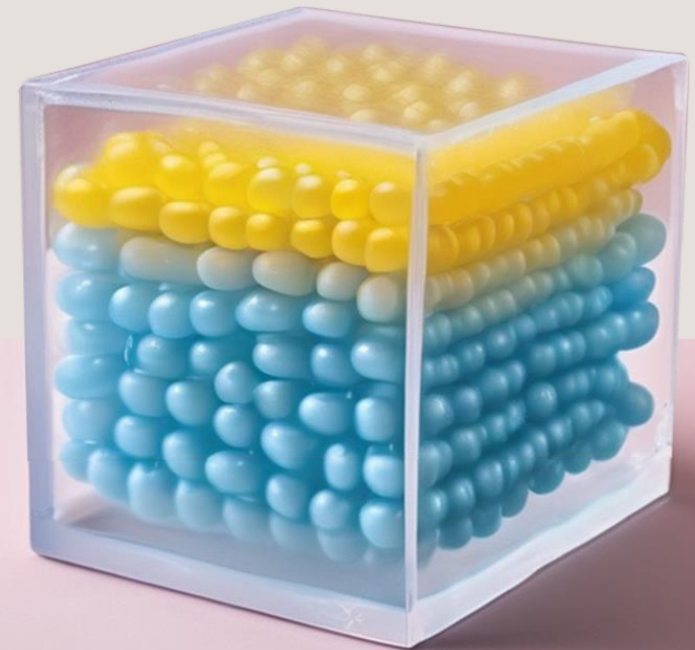
- Develop easy to understand visuals that can be deployed on static or digital touchpoints at shelf.

#### ▶ Skin Science Puzzle

Small options for interactivity include replicating a child's shape sorting toy - where each shape holds a piece of the skin science story and placing the right shape in the right cut out results in the story being brought to life.

### Advanced Solution ▼

- Create physical interactive experience of the three layers of skin barrier with Bepanthen skin science action. The display can be built to demonstrate the effect that Bepanthen has over time.
- Shoppers can immerse themselves in the skin and learn how baby skin develops, how external factors can dry it out and how Bepanthen works to nourish, care and strengthen it with regular use.



# BabyBuy Hijack

## Surprising high-value baby shoppers with trial of Bepanthen's skin starter set

Working closely with online retailers, we aim to surprise baby shoppers who are purchasing a significant amount of baby care items with a Bepanthen skin starter set

Shoppers who meet a certain spending threshold will receive a surprise package that includes not only sample sizes of Bepanthen but also educational content on baby skin care. This thoughtful gesture serves as an introduction to Bepanthen's product range and its commitment to promoting healthy baby skin. Additionally, this care box can be shared with online influencers, expanding its reach and impact as part of a joint initiative with retailers



### Baseline Solution ▼

- Sample boxes filled with Bepanthen samples and educational content are sent to high-value baby shoppers meeting a spending threshold, introducing them to the brand's skin range
- Surprise Care Box: An initiative targeting shoppers investing in baby care, these boxes offer Bepanthen samples and educational content, providing value and promoting trial of Bepanthen Range

### Advanced Solution ▼

- Create a push and pull campaign, 1st push out the boxes to social media influencers then using the retailer social media channels create a competition or fulfilment option that gives parents the chance to request a box
- Requests can be met based on 1st come 1st receive or other competition mechanics





# HCP communication

08



---

**How to engage  
with impact**

# HCP concept: best tested with paediatricians and pharmacists

## EARLY INTERVENTION FOR LONG-TERM SKIN PROTECTION

“

I want to help parents to **protect their baby from the risk of atopic eczema (AE)** because it is a stressful disease that can last for many years.

But **no lasting solution** that addresses the **multifactorial aspects of AE** have been found yet.

”



The new Bepanthen® Baby & Kids range, developed by Bayer, has been specifically designed for newborns to reduce their cutaneous risk factors of atopic eczema and early symptoms like dryness, redness and flakiness.

Inspired by the Vernix Caseosa, the Bepanthen® Baby & Kids daily skincare range **protects a baby's skin from birth by supporting the healthy development of all 3 skin barriers:**

01  
02  
03

**Microbiome barrier** – a carefully selected **prebiotic** (xylitol derivative), tested for strong efficacy and safety, promotes a healthy and diverse microbiome and prevents *Staphylococcus aureus* overgrowth

**Physical barrier** – **Vernix Caseosa-like lipids** (including ceramides, sterols and free fatty acids) and **panthenol**, strengthen the physical barrier and decrease skin permeability

**Biochemical barrier** – **long-lasting moisturisers** and **skin-essential vitamins B3 and B5** maintain the epidermal biochemistry and protect against dryness and pH imbalance

# As a backbone of the upcoming HCP communication strategy and toolkit, an HCP story has been developed

**Bepanthen®**

PREPARING SKIN FOR LIFE WITH NEW BEPANTHEN® BABY & KIDS

### SKIN HEALTH STARTS IN THE WOMB: THE VERNIX CASEOSA PROTECTS THE SKIN BEFORE BIRTH AND AT DELIVERY

When we think of skin health, we must look back to before birth, since the development of skin health starts in the womb

Before birth, the body produces a thick, white, oily material called **vernix caseosa** to help prepare the baby's skin for the new environment!

**BEFORE BIRTH**

- Facilitates skin formation in utero<sup>1</sup>
- Prevents softening and breaking down of the skin due to prolonged contact with the amniotic fluid<sup>2</sup>
- Reduces loss of fluids and electrolytes<sup>3</sup>

**AT DELIVERY**

- Minimizes friction during delivery<sup>1</sup>
- Regulates temperature

Vernix caseosa

### AFTER BIRTH, THE BABY'S SKIN GOES THROUGH A RAPID TRANSITION THAT ALLOWS IT TO FUNCTION CORRECTLY

Microbiome Barrier  
Physical Barrier  
Biochemical Barrier

Newborn<sup>1</sup>    Baby<sup>2</sup>    Child<sup>3</sup>

Microbiome development & diversity  
Maturity  
Lipid length & compactness  
pH  
TEWL  
Amount of NMFs  
Antioxidant capacity

### BEPANTHEN® BABY & KIDS – EARLY INTERVENTION FOR LONG-TERM SKIN PROTECTION

The **NEW Bepanthen® Baby & Kids** range has been specifically designed to

- Keep the skin healthy and protected
- Support healthy skin development
- Reduce the cutaneous risk factors of atopic eczema and early symptoms, like dryness, redness, and flakiness, from birth

### BEPANTHEN® BABY & KIDS – MOTHER'S WOMB-LIKE SKIN PROTECTION THANKS TO THE VERNIX CARE COMPLEX, A FORMULATION INSPIRED BY NATURE

All products of the Bepanthen® Baby & Kids range contain the **Vernix Care Complex**, a formulation that mimics the properties of the vernix caseosa

FORMULATION		PROPERTIES		
<b>PREBIOTIC</b> Including xylitol derivative	<b>VERNIX CASEOSA-LIKE LIPIDS</b> Including ceramides, sterols, and free fatty acids	<b>Antioxidative action</b>	<b>Water retention capacity and physical barrier formation</b>	<b>Hydration</b>
<b>VITAMIN B3 AND PRO-VITAMIN B5</b>	<b>LONG-LASTING MOISTURIZERS</b> Including NMFs, glycerin, and pro-vitamin B5	<b>Skin microbiome development and protection</b>	<b>pH regulation</b>	

### BEPANTHEN® BABY & KIDS – DESIGNED TO KEEP SKIN HEALTHY AND PROTECTED

The Bepanthen® Baby & Kids daily skin care range protects a baby's skin from birth and through childhood and beyond by supporting the healthy development of all 3 skin barriers:

- 1. MICROBIOME BARRIER**  
A carefully selected prebiotic (xylitol derivative), tested for strong efficacy, promotes a healthy and diverse microbiome and controls *Staphylococcus aureus* overgrowth
- 2. PHYSICAL BARRIER**  
Vernix caseosa-like lipids and panthenol strengthen the physical barrier and decrease skin permeability and TEWL.
- 3. BIOCHEMICAL BARRIER**  
Long-lasting moisturizers and skin-essential vitamins B3 and B5 maintain skin biochemistry and protect against dryness and pH imbalance.

Access the full HCP Story on the **Bepanthen HUB**



# Bepanthen Baby & Kids Launch Toolkit

09



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**Next Steps &  
Key Dates**

# Coming soon...



As we are gearing up for **Bepanthen's entry into the Baby & Kids moisturizer and cleanser segments**, this toolkit is expected to evolve over time and new updated versions made available with **further tools, guidance and activation assets**



Selective highlights on what's coming soon are:



**IMC by Q1 2026**  
(in progress)



**HCP Toolkit by Q1 2026**  
(in plan)



# Thank you.

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# Sources of Consumer & HCP Insights

## ▶ Qualitative studies

- Bepanthen Baby Skincare Range Qualitative with mothers and pharmacists. Brazil, France, USA, 2019. Ipsos
- Bepanthen Baby Skincare Range Concept Qualitative. Brazil, France, USA, 2020. Ipsos
- Bepanthen Fortis HCP Concept Qualitative. Brazil, France, 2020. Healthcare Research Worldwide
- Baby Skincare Unmet Needs Qualitative. Brazil, France, USA, 2021. The 8th Day.
- Bepanthen Fortis Concept and Claims Qualitative. France, 2021. Healthcare Research Worldwide
- Bepanthen Fortis Packaging & Refill Systems Qualitative, France, 2022. Blue Yonder
- Bepanthen NPD Fortis Pediatricians & Pharmacists' Adcepts Qualitative. Italy, Poland, 2022. Healthcare Research Worldwide
- Bepanthen Fortis, Formulation Prototype Research Qualitative, UK, 2022. Blue Yonder

## ▶ Quantitative studies

- Bepanthen Baby Skincare NPD Range Fortis Quick Predict with LV forecast. Brazil, France, USA, 2020. Nielsen
- Baby Emollient and Wash Product Test Qualitative and Quantitative. France, USA, 2021. Ipsos
- Baby Nappy Rash & Skincare Unmet Needs Quantitative. Brazil, France, 2021. Ipsos/Tradewind
- Bepanthen Fortis Claims Test Quantitative. Brazil, France, 2021. MetrixLab
- Bepanthen Fortis Line & Price Optimizer Study. France, 2021. Nielsen
- Baby & Children Skincare Consumer-Shopper Journey, U&A. Brazil, Italy, 2023. MetrixLab