

The Redoxon logo is displayed in white text on a red, rounded rectangular background in the top left corner of the image.

Redoxon®

01

Brand
Equity



Our History

Redoxon®

A Symbol of the 20th-Century Pharmaceutical Brilliance

Early 1930's

Swiss-Polish chemist Tadeusz Reichstein developed a groundbreaking method to convert glucose into vitamin C (ascorbic acid).



For 70 years

The brand focused on geographical expansion, making Vitamin C available as a Cold & Flu treatment to millions of consumers around the world, leading the Immunity segment.



2000's-2020'

Since the early 2020's, Redoxon has been strengthening its leadership in Immunity, expanding its range with more complete formulation and kids-dedicated products.



1934

Hoffmann-La Roche acquired Reichstein's patent in 1934, and soon after introduced Redoxon®, becoming the world's first mass-produced vitamin C supplement.



2004

Bayer acquires the Roche Consumer Health portfolio.



Future

Building on its immunity legacy, the brand is now expanding to protection, becoming the guardian of everyday health.



Our Brand Hive

BRAND INSIGHT

I've always got a lot going on, so when I'm not at 100%, even the small things feel harder.

I just want to stay on top of my life, without the constant worry that my health might let me down.

BRAND BENEFIT POD

Powered by its immunity expertise, **Redoxon protects you from everyday health threats**, standing between you and what could throw you off, so you stay on top of your life, free from health worries

BRAND ESSENCE

**The Guardian of
Everyday
Health**

BRAND CREDIBILITY

With 90 years of pioneering scientific expertise in Immunity, **we know better than anyone how to protect your health** with carefully crafted, clinically-proven formulations.

Trusted and recommended by HCP & consumers alike.

BRAND PURPOSE & IMPACT

Redoxon is the guardian of health for **everyday** and **everyone**, enabling people to stay on top of life **by promoting small, daily habits of protection** and **protecting those who protect us**.

BRAND DISTINCTIVE ASSETS

Logo

Radiating protection hexagon

Glass half full

BRAND CHARACTER

DEPENDABLE

We deliver on our promises, and we do it based on science

EMPOWERING

We are your ally and can take the load off your shoulders

PROTECTIVE

We protect you because we understand what your health means for your life

Brand Insight

The conflict in people's lives that we are trying to resolve, what they need us for.



Life these days is full and fast-paced, happily balancing work, family and personal goals. **We thrive on being present, dependable and capable.**

But stressors can hit any time:

- that cold that disrupts a big meeting
- that fatigue that makes family dinner feel like a chore
- that joint pain that steals the joy of a sunny walk.

When health is even slightly off, everything feels harder.

In today's unpredictable world, **staying well means more than avoiding illness.**

It's about protecting our ability to show up, for the people and for the life we want to live, **without having to overthink it.**

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Brand Benefit POD

Redoxon®

The higher order value we deliver to consumers, what we can help them feel and do.



Building on decades of trusted immunity expertise, Redoxon serves as a reliable guardian of your health, standing firmly between you and the everyday health threats that could throw you off.

Whether it's about viruses, fatigue, or the natural effects of aging, Redoxon is there and protects you through those everyday challenges but also through every life stage, with its carefully-selected vitamins and minerals.

So you can stay on top of your life and focus on what matters to you, leaving behind those everyday health worries.



Brand Essence

Redoxon®

What the brand stands for: the soul of the brand, capturing the unique role we play in people's lives.



Our essence is rooted in decades of legacy: **we are the steady, ever-present guardian of your everyday health.**

For over 90 years, Redoxon has built its legacy on immunity expertise, **protecting** millions of consumers across the world.

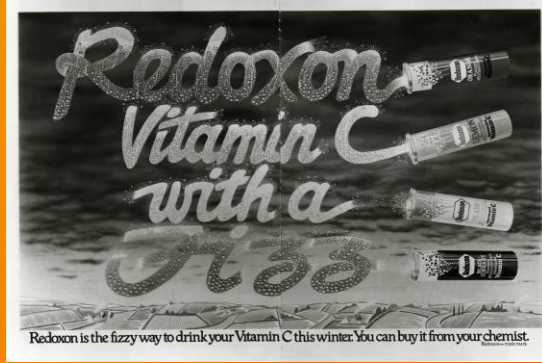
This protection is what makes us more than a supplement. **We are the invisible, yet reliable 'guardian angel' - an ally at your side whenever needed.**

By elevating our immunity expertise into everyday protection, Redoxon stands firmly between you and the everyday health challenges, bringing you the confidence and reassurance to live life.



Brand Credibility

The most compelling reasons to believe the authenticity of the brand.



With more than **90 years of history**, Redoxon is a **pioneer** in the world of vitamin and mineral supplements. Our story began when chemist Tadeusz Reichstein developed a groundbreaking method to convert glucose into vitamin C — paving the way for the mass production of synthesized vitamins for the world.

Through these decades, we have built a powerful presence in immunity, becoming a brand consumers instinctively associate with the protection of their health.

Backed by **clinical trials & real-world-evidence**, endorsed by **HCP & our advisory board of 12 experts**, we continue to craft **high-quality formulations** to best serve the needs of our consumers.

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Brand Purpose & Impact

Redoxon®

The positive changes we want to create for consumers and the world.



We champion daily, accessible protection as a fundamental part of everyday life, empowering people from school runs to workplace demands and caring for loved ones.

As a long-standing guardian of health, Redoxon believes **simple, consistent habits protect against everyday threats**. That's why we promote it through science-backed education and an accessible portfolio, helping families build protective routines.

Beyond that, **we especially honor those who protect us daily** – teachers, healthcare workers – and support their health and courage.

Ultimately, we're committed to making protection accessible to all, especially where it's needed most.

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Brand Character

Redoxon®

The personality and tone the consumer expects us to bring to life and use when talking to them.



Our Personality

We're **dependable**, meaning we're there when you need us, delivering on our promises with the confidence that comes from our science-backed legacy.

We're **empowering** because we act as your ally — taking some of the weight off your shoulders so you can focus on what matters most.

And above all, we're **protective** — because we truly understand how important your health is to your life, your loved ones, and your every day.

Our Tone of Voice

Optimistic: we use positive language, highlighting the benefits of feeling well everyday

Direct: we speak with clarity and confidence, we are to-the-point and fact-based because we are rooted in science

Reassuring: we ease concern, encourage and instill trust by reinforcing the feeling of protection.

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Brand Distinctive Assets

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The learned visual codes that help consumers instantly recognize and recall the brand.



Our **logo**, the **hexagon** and our **glass** represent our most distinctive brand assets.

Our logo represents that grip of protection and the hexagon brings that dimension to another level, highlighting the everyday protection we deliver our consumers. to

Our glass represents our optimistic take on life: a glass half-full outlook.

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