

Redoxon[®]

03

**Brand
Science**



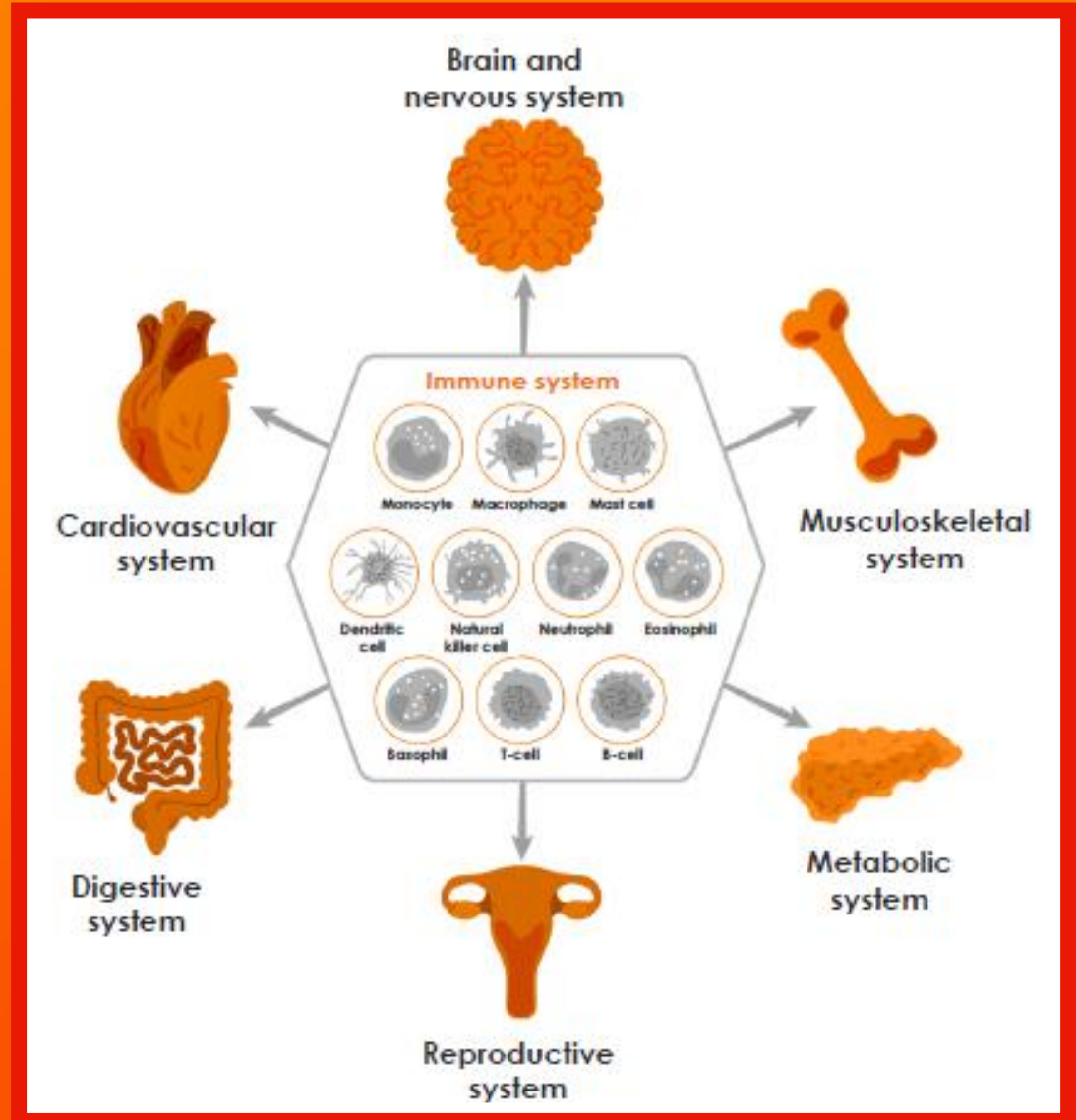
Evolving Our Science

For over 90 years, Redoxon has stood for trusted **immune support**, rooted in rigorous science and backed by generations of consumers and health care professionals over the world.

But immunity also affects everything else:

**It is the body's ultimate master system.
It is a powerful guardian protecting every facet of your health.**

Our scientific mission has therefore evolved: Redoxon is committed to **protecting** every member of the family through daily support, scientifically developed to address their evolving, individual health needs.



Our Brand Science Principles

Redoxon®

1. Rooted in Leading Immunity Science

For over 90 years, Redoxon has led the way in immunity science, combining groundbreaking **clinical studies** with an **expertise trusted by consumers and HCP.**

Our formulations are scientifically proven to strengthen the body's natural defenses.

2. Elevating Towards Protection for Every Life Stage

Drawing on its immunity expertise, Redoxon identified a bigger need for consumers and is naturally **expanding to offering everyday health protection for every life stage.**

Redoxon's science evolves with you and our formulations are scientifically tailored to deliver the right support at the right time, from children's growth to healthy aging.

3. Powering Adaptive Science for Modern Life

Harnessing the power of essential micronutrients with precision, Redoxon offers solutions that protect your everyday health against life's **daily challenges.**

Our scientifically-designed formulas now target a **broader spectrum of daily needs**, going to healthy routine or functional ageing benefits.

1. Rooted in Leading Immunity Science

For decades, Redoxon has led the way in **immunity protection**, combining groundbreaking **clinical studies with trusted expertise**. As pioneers in the space, Redoxon understands that the role of the immune system goes **beyond fighting infection**

We have an unrivaled understanding of immunity as the body's master system

A healthy immune system is essential for our overall well-being. Beyond its primary role in defending against pathogens, the immune system is integral to various interconnected processes that maintain body homeostasis and reduce the risk of chronic diseases as we age.

We are supported by rigorous clinical evidence



30+ Clinical trials & Meta-analysis on C and respiratory infections



85+ Clinical trials and Meta-analyses on C, D and Zn, individually, and respiratory infections, **2 RCTs** on Redoxon formula (C+Zn), **3 RWE studies** on Redoxon formula (C, D, Zn)



100+ Clinical trials and Meta-analyses on individual vitamins and minerals and infection, **3 RCTs** on Redoxon Formula

We work with experts to empower HCP professionals and drive call-to-action

Twelve international experts came to a key consensus on the role of the **immune system beyond infection and on how to educate the community about the role of supplementation** to support immune function and maintain health.



How do we lead in the future?

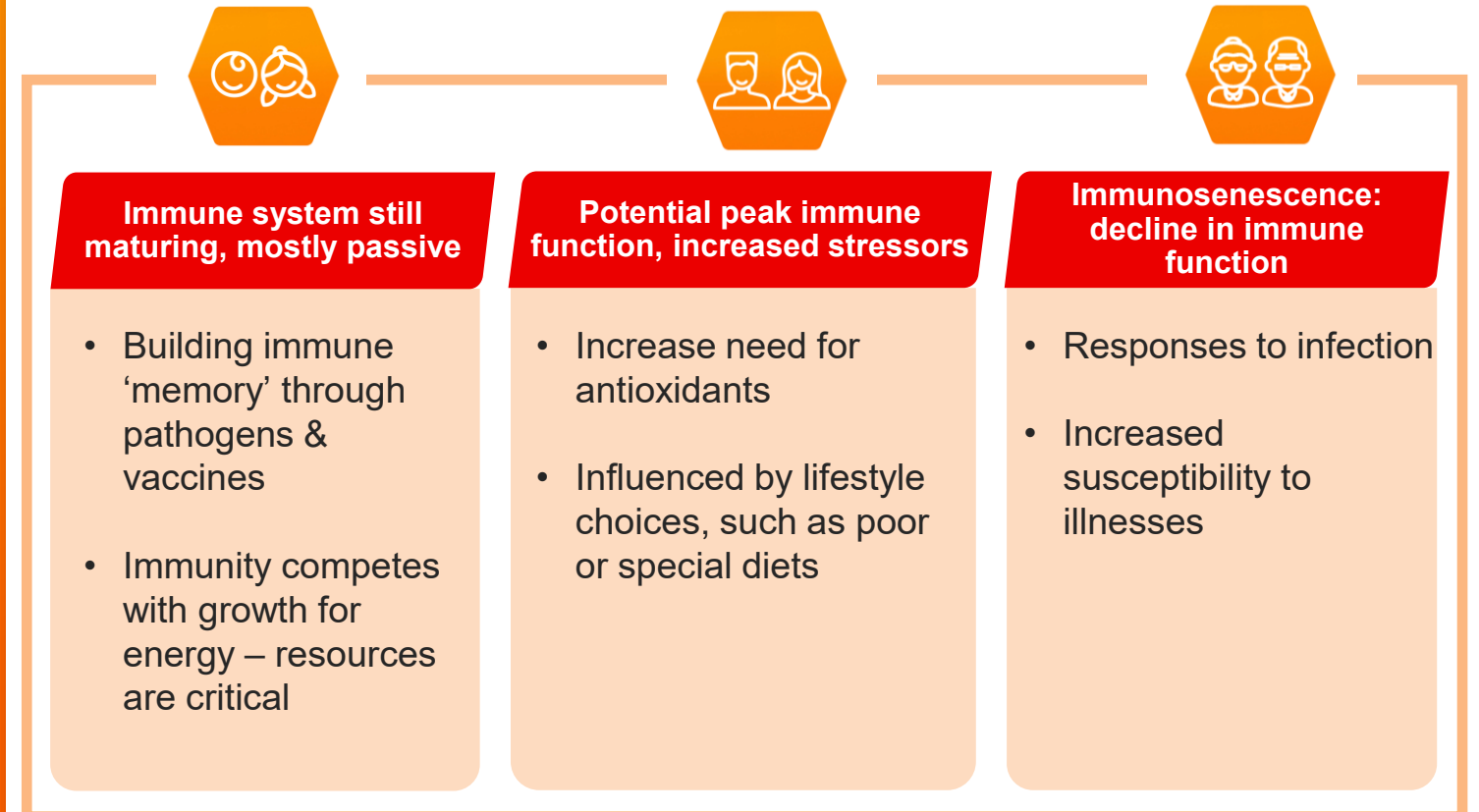
- ✓ Reinforce our global credibility through our refreshed medical story to reach more people
- ✓ Strengthen claim substantiation to differentiate

2. Elevating towards Protection for Every Life Stage

Our heritage and understanding of Immunity provides a scientifically validated foundation that allows us to expand to Protection at every life stage. Optimal Protection depends on Nutritional status and health needs are specific to each age group.

At all stages of life, immune cells need to be fed with an adequate supply of energy sources, macronutrients and micronutrients.

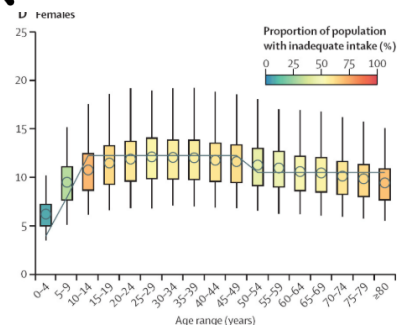
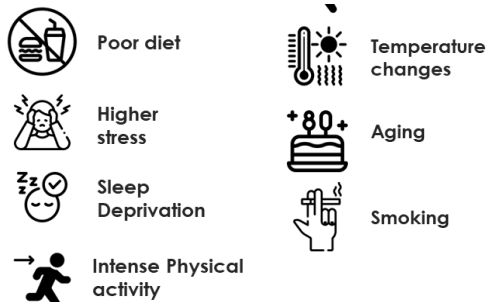
From a child's first cold to the challenges of healthy aging, Redoxon understands that health needs change—but the need for protection stays constant. That's why Redoxon provides targeted micronutrient support tailored to life's everyday challenges.



3. Powering Adaptive Science for Modern Life

Our unrivaled understanding of how health has evolved in the modern life coupled to our heritage in Immunity will allow us to cover a broader spectrum of health in the future.

Micronutrients deficiencies are common worldwide and **modern lifestyle** is making the role of nutrients even more crucial.



We have a unique take on the needs of this modern lifestyle thanks to our understanding of the central role of Immunity

Against Pathogens

Immunity swiftly detects and eliminates harmful invaders, reducing illness and keeping you performing at your best.

Daily Vitality

Immunity supports metabolic balance and energy production, allowing individuals to maintain vitality and well-being.

Functional Ageing Benefits

Immunity preserves bone strength, muscle function, heart and brain health, enabling resilience and independence with age.

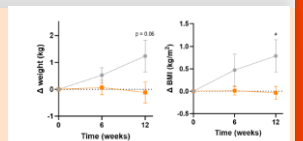
Fuel for Growth

Immunity drives healthy growth and cognitive development, laying the foundation for lifelong health.

How do we lead in the future?

- Invest in evidence generation
- Already emerging evidence in spaces like Metabolic Health!

Kiwi IIR Study



improved indices of metabolic health and weight stabilization

The Science Journey to Become the Guardian of Health

Step 1

Scoping/Scientific Review



Consolidate the medical and scientific background behind our ability to win in the newly defined spaces of our architecture.

Use that white paper to strengthen our leadership in immunity science.

Step 2

Assess Existing Evidence to Support our Right-to-win



Kiwi IIR Study



Step 3

Generate compelling evidence to strengthen our position in newly defined



Use those to establish ourselves as the leaders of the segment and develop the right innovation in those spaces.

Key Claims

Through our science-backed formulations and legacy, Redoxon already has strong available claims in both the Immunity space and beyond.

Immunity

- Strengthens the immune system.
- Activates all levels of immune defense for a complete protection.
- Clinically proven.
- Reduces the risk, duration and severity of respiratory tract infections.
- Supports all three layers of immune defenses.
- Restores resistance to infection.
- Reduces symptoms of outdoor pollution.
- Developed by experts.

Beyond

- **Healthy Routine:** Speeds up recovery.
- **Metabolism:** Contributes to the performance of immune system in diabetics.
- **Healthy Routine:** Supports general health.
- **Healthy Routine:** Contributes to the reduction of tiredness and fatigue.
- **Age Well:** Improves immune function in healthy elderly.
- **Age Well:** Protects against oxidative stress.

How do we lead in the future?

Develop and qualify new claims in line with our Protection anchor and the new spaces we're tapping into.

Product Principles

What's In

PROTECTION AND SCIENCE FIRST

- Products that deliver measurable protection from everyday threats (e.g., fewer sick days, faster recovery, sustained energy hours)
- Science-backed formulations with clinical evidence, HCP endorsement, and reliable quality standards.
- High-quality clinical evidence, derived from controlled studies with statistically robust and relevant endpoints, is essential for credibility and compelling scientific narratives. Essential when introducing novel benefit spaces or innovative formulations to effectively engage HCPs and consumers.
- Simple, credible kitchen logic: explanations consumers and pharmacists can grasp in one sentence.

DEPENDABILITY

- Dependable impact: quantifiable benefits such as % immune response improvement, 6–8 hours of energy or validated nutrient absorption.
- Protective reassurance: consumers feel shielded and in control of everyday health.
- Clean-label: no excess artificials or unnecessary excipients.

HERITAGE

- Built on 90+ years of vitamin C and immunity expertise.
- Products reinforce Redoxon as the Guardian of Everyday Health.
- Accessible in formats, price tiers, and usage spaces, while always premium in credibility.

What's Out

EQUITY DILUTION

- If a product doesn't deliver proven, everyday protection with a simple science story consumers and pharmacists believe and can explain, it doesn't belong in Redoxon.

SCOPE OVERSTRETCH

- Medical/treatment claims outside everyday health
- Spaces without a Redoxon right-to-win (e.g., beauty,).
- Any product format beyond nutritional supplementation.

INGREDIENT AND QUALITY RISKS

- Novel or trendy ingredients without a proven mechanism of action.
- Ingredients on the Material Stewardship List (MSL).
- Over-engineered formulations overloaded with artificials or unnecessary additives