

Canesten®



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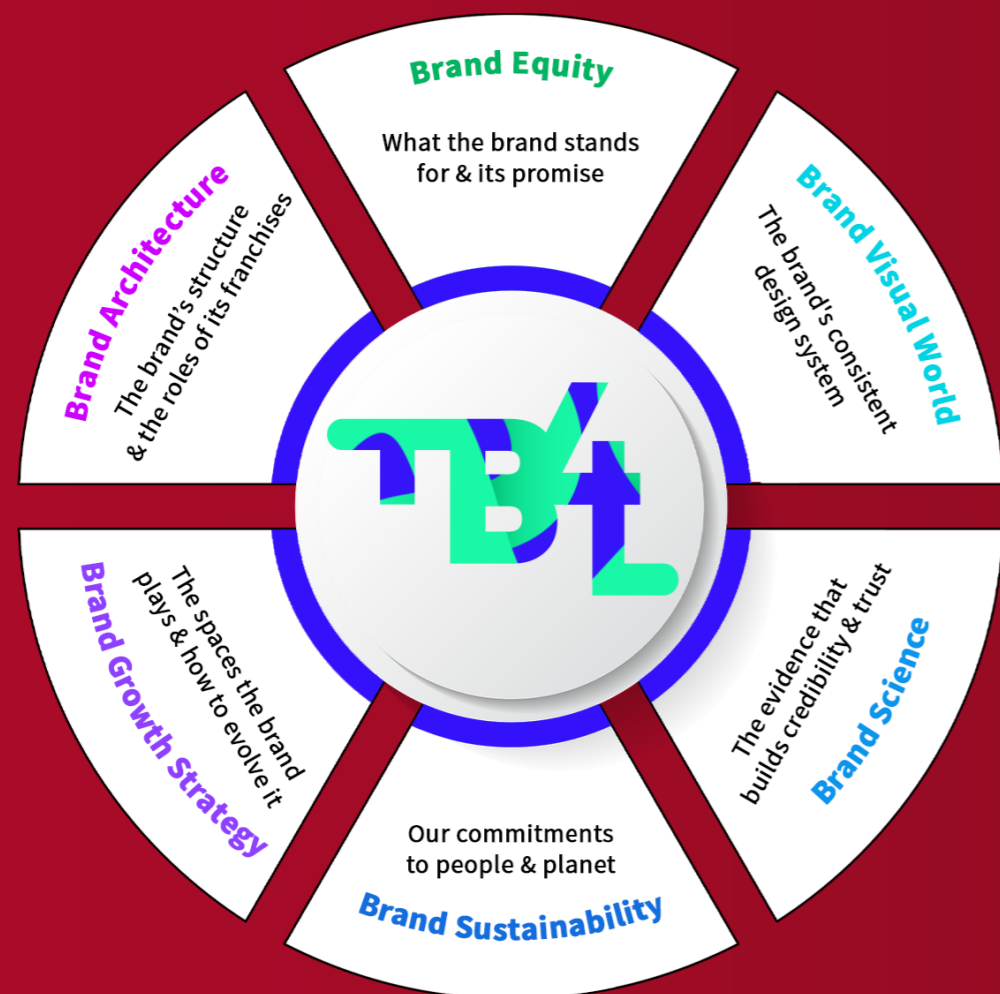
Your Category Representative

「MEGABRAND  
FRAMES」

2025



# Dear Canesten Brand



# COMMUNITY

At the core of **TB4L, our company's marketing framework**, stands the **Brand Frames**, a set of unwavering principles that (i) outline the **DNA of our brands** as what make their products, solutions, and assets unique, and (ii) serve as a **compass for growth** by setting a commercial direction in line with the equity that our brands have built over generations, so they can show up meaningfully and consistently to consumers, customers, and HCPs with every single innovation, campaign and activation.

**Canesten has been supporting women worldwide for over 50 years** not only with intimate health products and services but also knowledge, empowering them to take their health into their own hands. Our global leadership is a reflection of the trust that consumers, customers, and HCPs have deposited in our brand.

**Canesten's Brand Frames** were created leveraging this past heritage while also ensuring we future-proof our brand, as our most precious asset.

**We look forward to continuing to build this powerful brand together!**

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