

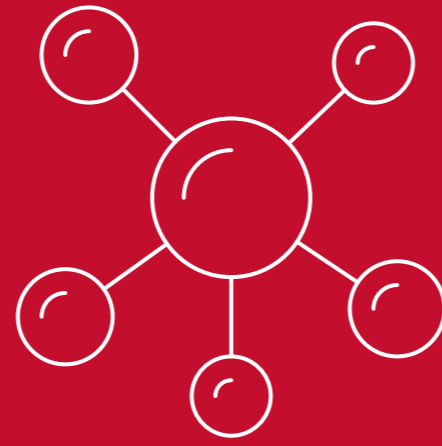
Canesten®

# 「BRAND」 SCIENCE



Canesten®

## Our 3 Science Principles



With all of this in mind, Canesten has established a total of **3 non-negotiable science principles** that make our brand unique, honoring our origins, our equity deeply rooted in science and efficacy, and our promise to women when it comes to truly understanding their needs to show up not only with the right solutions but always with a healthy dose of empathy!

Our Brand Science Principles ensure we **positively build on and protect our equity**, maintaining the **brand trust and credibility**.

They **inform any type of new formulation development or in-licensing** and, beyond technical development, also the crafting of our **commercial propositions** to optimally position our products in the external world.



**Rooted in  
Women's Needs**



**Scientifically  
Proven Efficacy**



**Designed for  
Intimate Skin**

# Principle 1

## SCIENTIFICALLY PROVEN EFFICACY

We don't launch products to just chase trends and fads lacking medical substantiation. Scientific rationale is always present and must be transparent, credible, and supported by data that women and HCPs can trust.

**All our products – without exception – are backed by science.**

### Our products are ALWAYS:

- ✓ formulated with ingredients selected to address real medical needs
- ✓ formulated with right doses to ensure efficacy
- ✓ validated by clinical evidence or existing medical literature

### Our products are NEVER:

- ✓ formulated with dubious ingredients that lack substantiation
- ✓ formulated with only "sprinkles" of ingredients for marketing without delivering real efficacy



## EXAMPLE CLINICAL STUDIES – Canesten VYI

Our range of treatments for vaginal yeast infections is considered gold standard in the industry, with over 280 studies to date proving its efficacy and safety for use.



## EXAMPLE MEDICAL LITERATURE – CanesMeno

### RIGHT INGREDIENTS

Our range was entirely formulated with menopause-specific ingredients to address medical needs related to hormonal fluctuations that happen in women's bodies during this life stage.

### RIGHT DOSES

While competition adds minimal doses to merely be allowed to list ingredients on pack, our formulas contain high concentrations to ensure real physical relief and robust claims.

### MEDICALLY VALIDATED

While own clinical studies were not performed on each formula, all selected ingredients and doses are extensively proven by existing medical literature in both efficacy and safety.





# Bad practices in our category!

Our category is filled with **myths and misinformation**, as well as **“miracle solutions”** that don't deliver on their promise, or that perpetuate unhealthy practices and negative societal stereotypes. **Consumers are in desperate need of a trusted brand they can rely on** to deliver efficacious products and scientifically backed information – this is Canesten's role.

Compromising on our promise to consumers and unleashing backlash to our brand, harming the equity built over generations, is **never worth risking** over anything – be it speed to market or COGs.



## WHAT NOT TO DO



### The truth about meno-washing: ‘Women spend hundreds each month on menopause supplements with little proven benefit’

Treating perimenopause and menopause has become a multi-billion euro industry, but not all products and supplements have been scientifically proven to aid symptoms. So what health resources are available to help women in midlife?

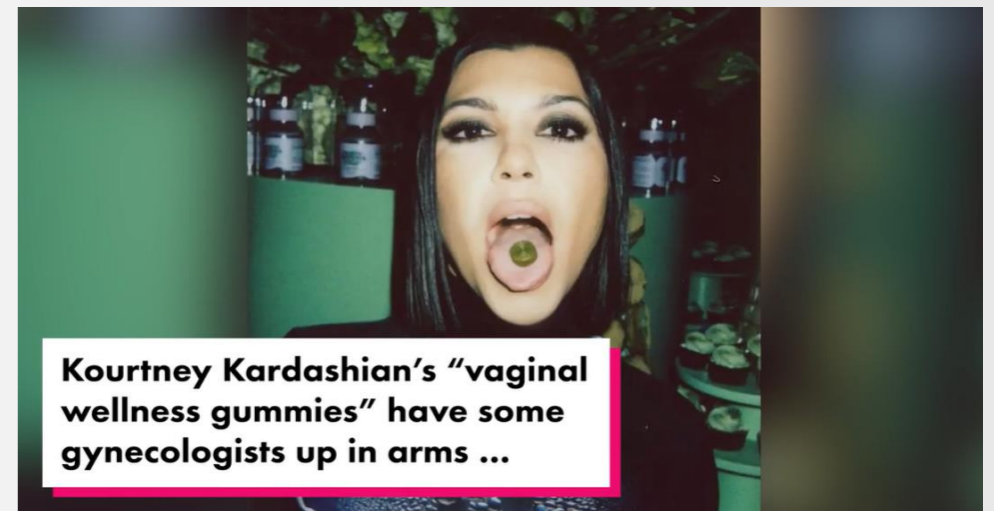
### Procter & Gamble's Menopause Test Kit Is A 'Fraud,' Lawsuit Claims

A urine stick test isn't the best way to determine a woman's menopausal status.



WOMEN'S HEALTH The New York Times

### Experts slam Kourtney Kardashian's vaginal gummies: 'Don't take health advice from celebs'





# Principle 2

## DESIGNED FOR INTIMATE SKIN

Our intimate care and hygiene formulas are developed not only to ensure efficacy but high-tolerability, with **safe ingredients carefully selected for specific needs of vagina and vulva environments**, with high suitability profile for intimate skin. That means formulations that respect the microbiome, pH balance, and barrier function of intimate skin:

### These products are ALWAYS:

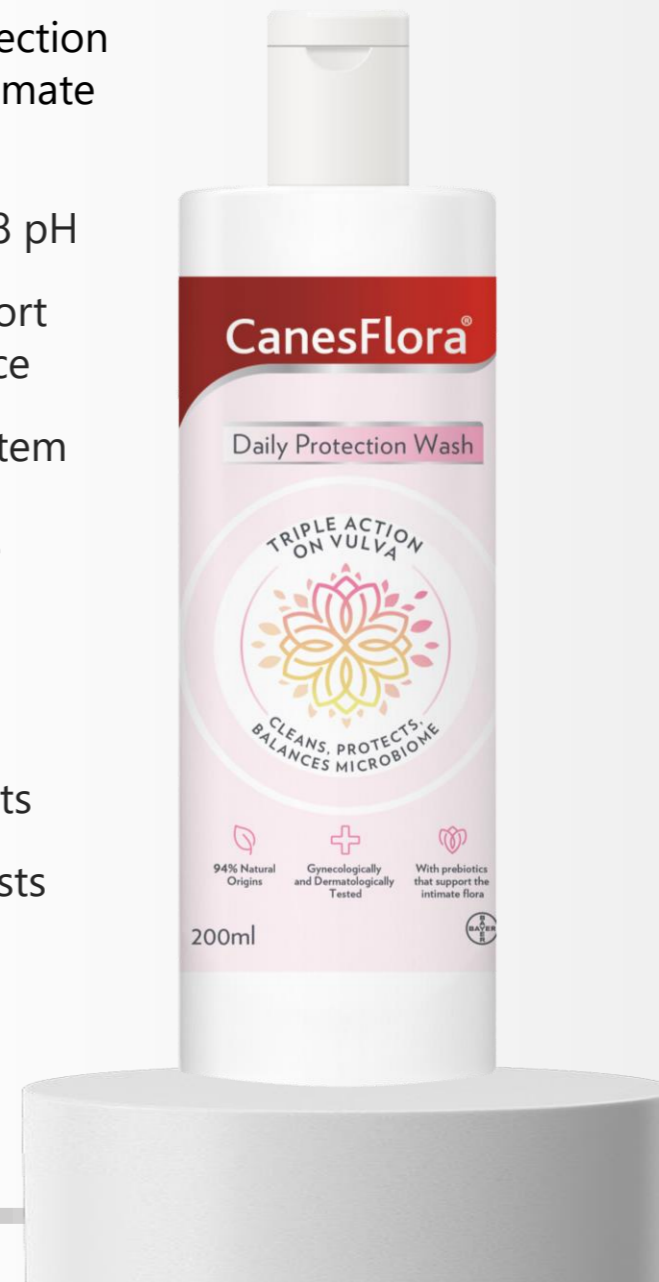
- ✓ gynecologically tested or developed with gynecologists
- ✓ pH-balanced
- ✓ microbiome friendly
- ✓ suitable of vulva skin and vaginal mucosa sensitivity, free of ingredients (ie. sulfates, foaming agents, synthetic fragrances) or delivery systems (ie. douching) that cause irritation, sensitization, long-term imbalance
- ✓ respecting natural and healthy odor

*Remember: designed for intimate skin doesn't mean plant-based natural!*

## EXAMPLE – CanesFlora Intimate Wash

Our new CanesFlora Daily Protection Wash is a good example of intimate care done right:

- Formulated with optimal 4.8 pH
- With prebiotics which support intimate microbiome balance
- Supports the vulva's ecosystem and protective layer, as the vagina's first line of defense
- Hypoallergenic
- Ultra mild cleansing
- Free from soap and colorants
- Developed with gynecologists



We must remain firm in our commitment as many other competitors are also accelerating their efforts:



KIND TO BIOME certifies The Honey Pot: Leading the way in microbiome-friendly intimate care

The rigorous microbiome-friendly certification ensures The Honey Pot products exceed traditional standards



# Bad practices in our category!

Consumers today are far more health conscious, and expect ingredient transparency to make informed decisions, **increasingly scrutinizing products** with the help of apps and tech. In our category, concerns with the use of preservatives and synthetic fragrances that can cause irritation and disrupt women's intimate health balance are on the rise.

Perfuming vaginas is not a thing. **Intimate care is not a vanity play**, is a health need with real risks. We never borrow from trends and fads that risk harming women's intimate areas, or that **dilute or confuse Canesten's position as a health authority**. The brand must always be positioned as a trusted expert and cannot be associated with harmful practices.

## WHAT NOT TO DO



The New York Times

### Here's Why Some Gynecologists Are Calling Out Vagisil's New 'Cleansing' Products

Vagisil products, while designed for intimate hygiene, can sometimes negatively impact skin health, especially with prolonged or improper use. Some individuals may experience irritation, allergic reactions, or even worsen existing skin conditions due to the product's ingredients. It's generally recommended to avoid using scented products in the vulvar area and to consult with a doctor or dermatologist if experiencing persistent irritation or discomfort.



Yoniva  
<https://yoniva.co> › blogs › yoniva › is-your-intimate-w...

### Is Your Intimate Wash Really Safe? What to Avoid for a ...

26 Jun 2025 — Parabens – Preservatives linked to hormone disruption; Alcohols – That “fresh” feeling? · Kill off beneficial bacteria · Increased odor ( ...

Daye  
<https://www.yourdaye.com> › vitals › womens-health

### Don't Put That In Your Vagina! Vaginal Care Products to ...

31 Jan 2024 — “Women should generally avoid using any perfumed products on their genital regions – this includes bubble bath, shower gel, deodorants, soaps, ...



Only 1 in 2 intimate care products are kind to the vulvar microbiome, in market test

# Principle 3

## ROOTED IN WOMEN'S NEEDS

Canesten's innovations start with women's unmet needs, both medical and consumers in terms of product experience. Every solution is based on deep **understanding of biological, hormonal, and emotional realities of women's intimate health across life stages**, as a true expert. We co-create our science with leading medical experts and KOLs to ensure every solution embodies clinical insight and meets medical needs specific to women's bodies. And we listen to women themselves – what they need, how they experience our products, how it fits in their daily lives. All our solutions are:

**Our intimate care products are ALWAYS:**

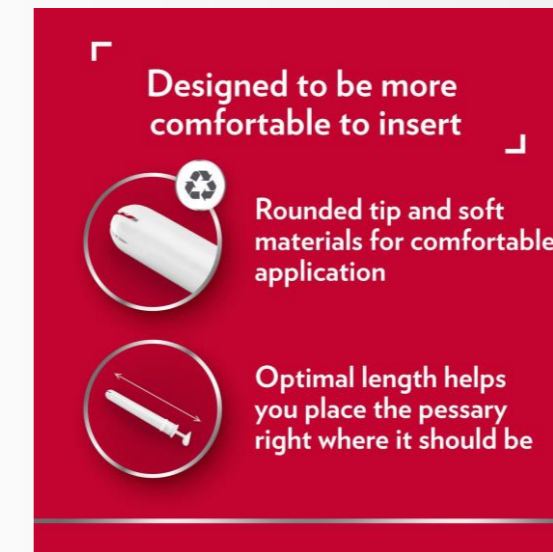
- ✓ designed with women's biology in mind
- ✓ adapted for different medical and consumer needs across life stages
- ✓ tested and validated with women – from concept to product experience
- ✓ designed for max. comfort and inclusivity, so it can reach as many women as possible



## EXAMPLE – Glide & Bonsai Redesign

After learning that women struggled to properly insert Canesten's vaginal ovules and pessaries with our applicators, leading to significant drop in repurchase and overall dissatisfaction with product experience, we redesigned our applicators with project Bonsai including new **easy-to-use features** such as inner compartment to inject the ovules and pessaries without dropping it, and also redesigned our ovules with project Glide including a rounded shape for **more comfortable vaginal insertion**.

A great example of solutions designed with **women's needs at the heart** of it.





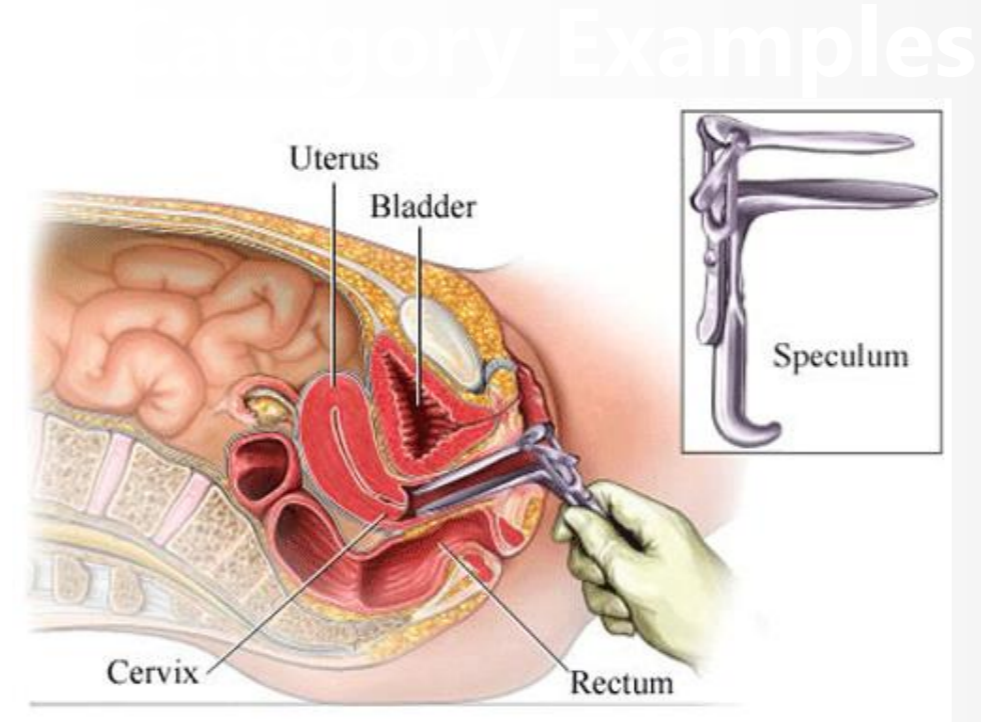
# Bad practices in our category!

Women account for half the world's population. Yet, women's health has been considered a mere subset of our industry for generations, with **medicine historically built for male physiology**: ie. women are 2x more likely to suffer from adverse effects from drugs due to limited clinical trial representation. Due to societal dynamics, **women have systemically been taught that pain and discomfort are normal**, and often suffer with skepticism, dismissive care, or limited knowledge from HCPs in managing female-specific conditions.

**Canesten is committed to designing solutions thought for women**, with their needs and life experiences in mind, contributing to helping close this significant gender health gap.

This is a **promise the brand must honor**, and something that we can – and should – communicate in an ownable way externally.

## WHAT NOT TO DO



Did you know the classic metal duckbill speculum hasn't changed much since the 1800s?! It's cold, clunky, and painful, yet it stuck around. Comfort and dignity weren't prioritized. Only recently have softer, quieter, and more ergonomic designs started showing up.

Early menstrual cups and diaphragms were rigid, large, and painful to insert and remove for a lot of women. Some ignored basic vaginal anatomy by not accommodating cervix position differences. Modern cups are much more varied in size and flexibility, but it took decades to get there.

Vaginal "tightening" and "rejuvenation" gadgets sold online are often not only based on pseudoscience but also male-centered ideas of what a vagina "should" look and feel like, ignoring women's actual health needs or comfort. Some even use unregulated electrical currents or lasers.



# SUMMARY CHECKLIST



Here is a **helpful checklist** for any type of new formulation development or in-licensing under Canesten, following our **3 Brand Science Principles**:

## Canesten Science Principles Checklist



- ✓ All formulas have **robust clinical evidence**, or ingredients with reputable medical literature substantiating use and dosage
- ✓ All formulas have a **clear medical story** supported by scientific rationale on addressing medical needs
- ✓ Intimate care & hygiene products are **gynecologically tested** or at least developed with gynecologists
- ✓ Intimate care & hygiene products are **pH-balanced for vaginal health**
- ✓ Intimate care & hygiene products are vulva and vagina **microbiome friendly**
- ✓ Intimate care & hygiene products are **free from ingredients or delivery systems that cause irritation, sensitization, imbalance**
- ✓ Intimate care & hygiene products **respect natural and healthy intimate odor**
  
- ✓ All products are formulated with **women's biology in mind**
- ✓ All products consider women's different medical and consumer needs **across life stages**
- ✓ All products are **validated with women** (be it at concept or the product experience)
- ✓ All products are **inclusive by design and ensure comfort**