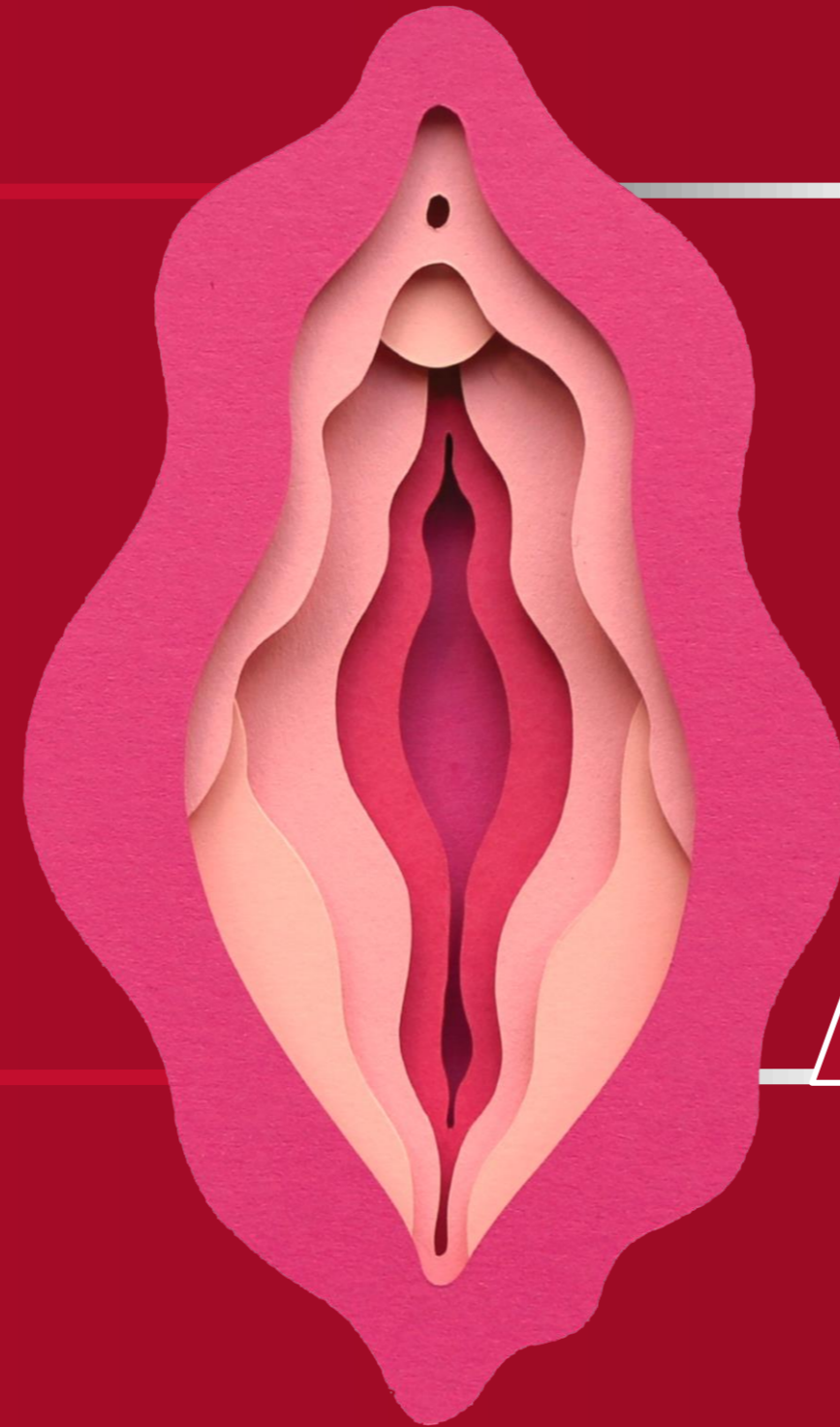


Canesten®

「BRAND」

SUSTAIN

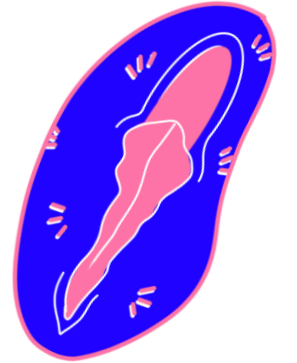


ABILITY

As captured in our Brand Hive

OUR BRAND PURPOSE & IMPACT

is to help women set
themselves free from
shame and discomfort



MANIFESTO

Intimate health conditions are **a lot more common than most people realize.** It's very easy to get one. It should be very easy to manage it too. But sometimes we don't feel free to deal with the problem and physical discomfort becomes emotional distress. It's all down to shame.

When we're ashamed, it limits our behavior. Fearing judgement, we hide from the questions we imagine will be asked. Questions about our hygiene, our lifestyle, and even our sex lives.

Imagine if we could do away from the shame... We talk more openly, care for ourselves better, truly understand our bodies, and live our lives more fully.



So, let's do it! Let's create new ways to access products and services, provide knowledge that educates and inspires, and give people more courage to open up and ask questions.

Then they'll be free. Free from myths and misconceptions. Free from misguided ideas about what normal is. Free to look at, think about and discuss every aspect of their bodies and their health. Together, we hold the key to this liberation for women.

Canesten.
Helping women set themselves free from shame and discomfort.

RESTRICTED



What we Champion vs. Defend

Naturally, given our **Brand Purpose & Impact**, the sustainability territory we choose to speak up about and be known for, called our **"Champion Area"**, is related to **social impact** and our brand purpose.

Environmental aspects rather feature as our **"Defense Areas"**, as topics we mitigate for defensibility, not for differentiation.

As our chosen sustainability territory, what we **Champion must be consistently brought to life** globally, while of course, always adapted to local insights, culture, and market dynamics.



Champion

GENDER HEALTH EQUALITY

THE PROBLEM

The gender health gap is a deeply rooted issue driven by systemic bias, underfunded research, and social taboos.

BRAND STAKE

Canesten believes that addressing lack of access to reliable info and self-care is key in closing the gap.

Defense



PLASTICS & SINGLE USE

THE PROBLEM

Nearly half Canesten's packs are plastics or multi-layer materials not fully recyclable, under strict health & hygiene regulations.

BRAND STAKE

Canesten mitigates waste as best as possible without ever compromising on efficacy, safety, and hygiene.

ANTI-FUNGAL RESISTANCE

THE PROBLEM

OTC antifungals are effective first line of treatment. But over / misuse lead to resistant strains hard to treat and likely to recur.

BRAND STAKE

Canesten is committed to advancing diagnostics, raising awareness and education on proper antifungal use.

Unpacking our Sustainability Champion Area

There are different ways to bring our Champion Area to life for women. Canesten focuses on two fronts:

1. **Normalizing, educating, and celebrating intimate health to break taboos that perpetuate shame**
2. **Expand self-care solutions to cover key overlooked women's health needs**

In the next pages, we will see examples brought to life.

GENDER HEALTH EQUALITY



EXAMPLES



We bring our Champion Area to life via our dedicated **Purpose & Impact platform** – Vagina Academy – as well as our various **Communications & Activations Campaigns** are not only designed to sell our products but to normalize and celebrate women's intimate health topics.



Women's health needs evolve through life. Unfortunately, along this journey, several needs remain unaddressed. We also bring our Champion Area to life via **innovation with products, services and digital solutions** intentionally designed to close meaningful gaps. Latest example – launch of our Menopause management system.

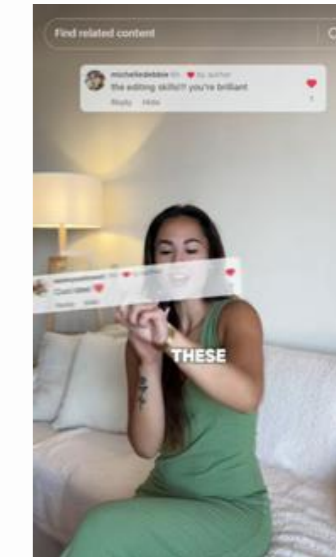
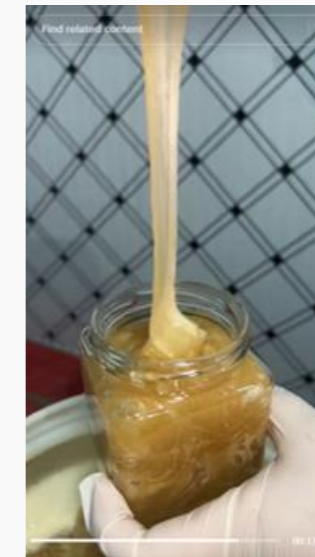
Canesten®

VAGINA ACADEMY



Canesten first brought to life its Champion territory in 2020 with a dedicated **Purpose & Impact platform** designed to give women **knowledge, courage, and access** to intimate health solutions that help set them free from shame and discomfort.

We now continue to evolve Vagina Academy to address more audiences across life stages, matching our strategic Brand Ambition previously stated. **More details available in 2026!**



Unpacking our Sustainability Defense Area

Under its total sustainability strategy, Bayer Consumer Health is working to reduce the impact of packs, which also applies to Canesten:

Primary Packaging Targets:

- 100% recyclable or reusable
- Reduction of virgin materials
- Lightweighting

Secondary Packaging Targets:

- Removal of outer box where possible
- 100% sustainably sourced paper

PLASTICS & SINGLE USE



EXAMPLE

For example, ongoing sustainability projects at Bayer, such as Project Wally, are already addressing recyclability across all brands.

In Canesten's portfolio specifically, the aim is to reduce plastic usage in flexible plastic tubes and achieve 100% recyclability, led by the Grenzach site.



Unpacking our Sustainability Defense Area

Clotrimazole stands out for its low resistance profile supported by many studies for decades. However, discussions about antifungal resistance - primarily linked to recurrent VYI - remain an industry concern, fueled by overuse and misuse. Canesten addresses the issue via two fronts:

Education: Canesten continues to provide education on the key causes and symptoms of VYI, and how to properly care for it.

Diagnosis: Canesten continues to advance diagnostic solutions – whether through products like our self-test or digital services like ADA, which help women identify intimate infections

ANTIFUNGAL RESISTANCE



EXAMPLE

Initiatives such as Vagina Academy, VagiPedia too, ADA Symptom Checker, etc. empower women to better understand their symptoms, how to properly treat and relieve it, and when to reach out to HCPs.

Products such our self-test support the proper diagnosis of vaginal infections, avoiding wrong and unnecessary treatments.

