

Canesten®

「BRAND」 EQUITY



Canesten®

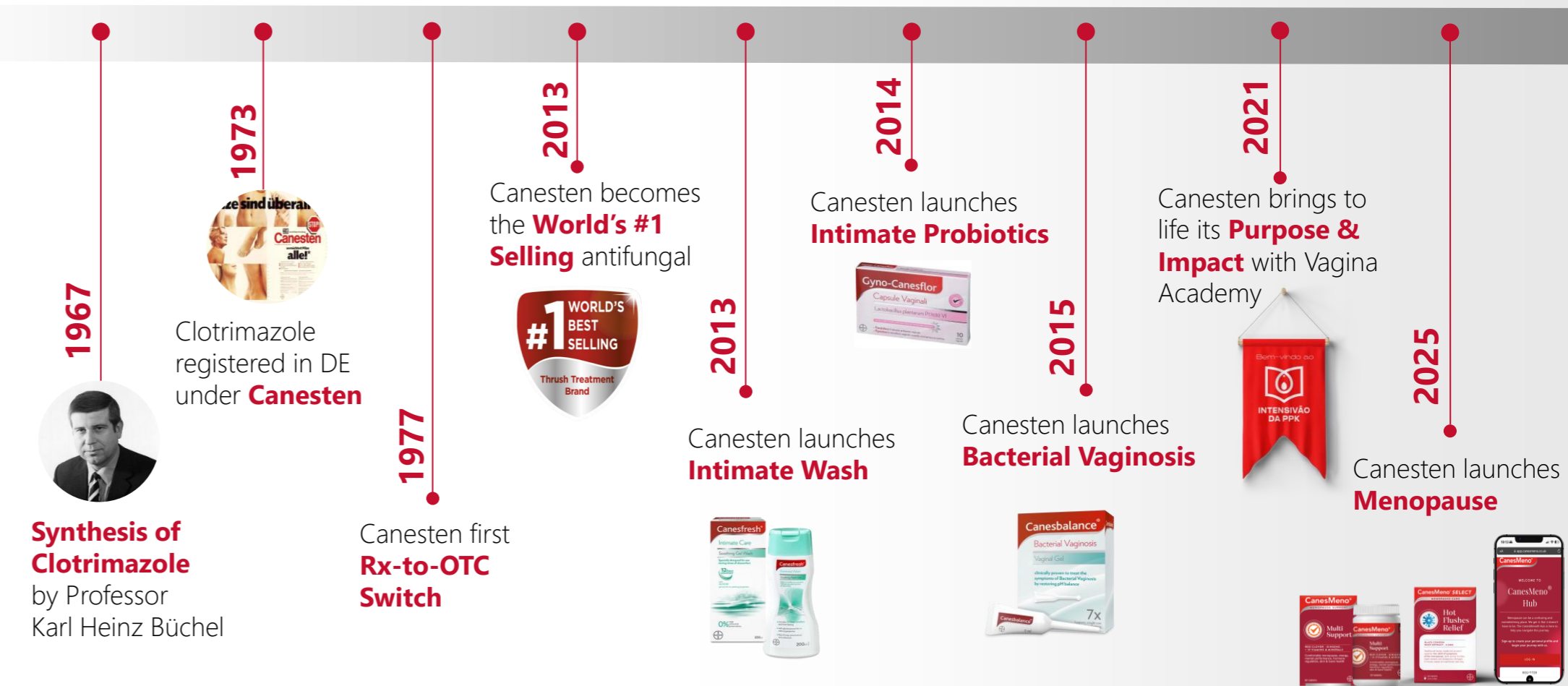


“Chemistry that does something for people, that was always my dream”

In 1967, a **breakthrough on anti-fungals** was achieved with the synthesis of the first azole derivative, **Clotrimazole**, by Bayer researcher Prof. Karl Heinz Büchel. Six years later, Clotrimazole was registered in Germany and launched on the market under the **brand name Canesten**.

Through the years, Canesten continued to innovate on its **women’s intimate health portfolio** with new external and internal applications, evolving beyond VVI into further infections, self-testing, proactive care and hygiene solutions, and most recently menopause, gradually taking a more holistic role in **women’s health needs through life**.

To understand the brand today, we must look back... THE ORIGINAL ANTIFUNGAL BRAND FROM BAYER A SUCCESSFUL BRAND ROOTED IN BREAKTHROUGH SCIENCE



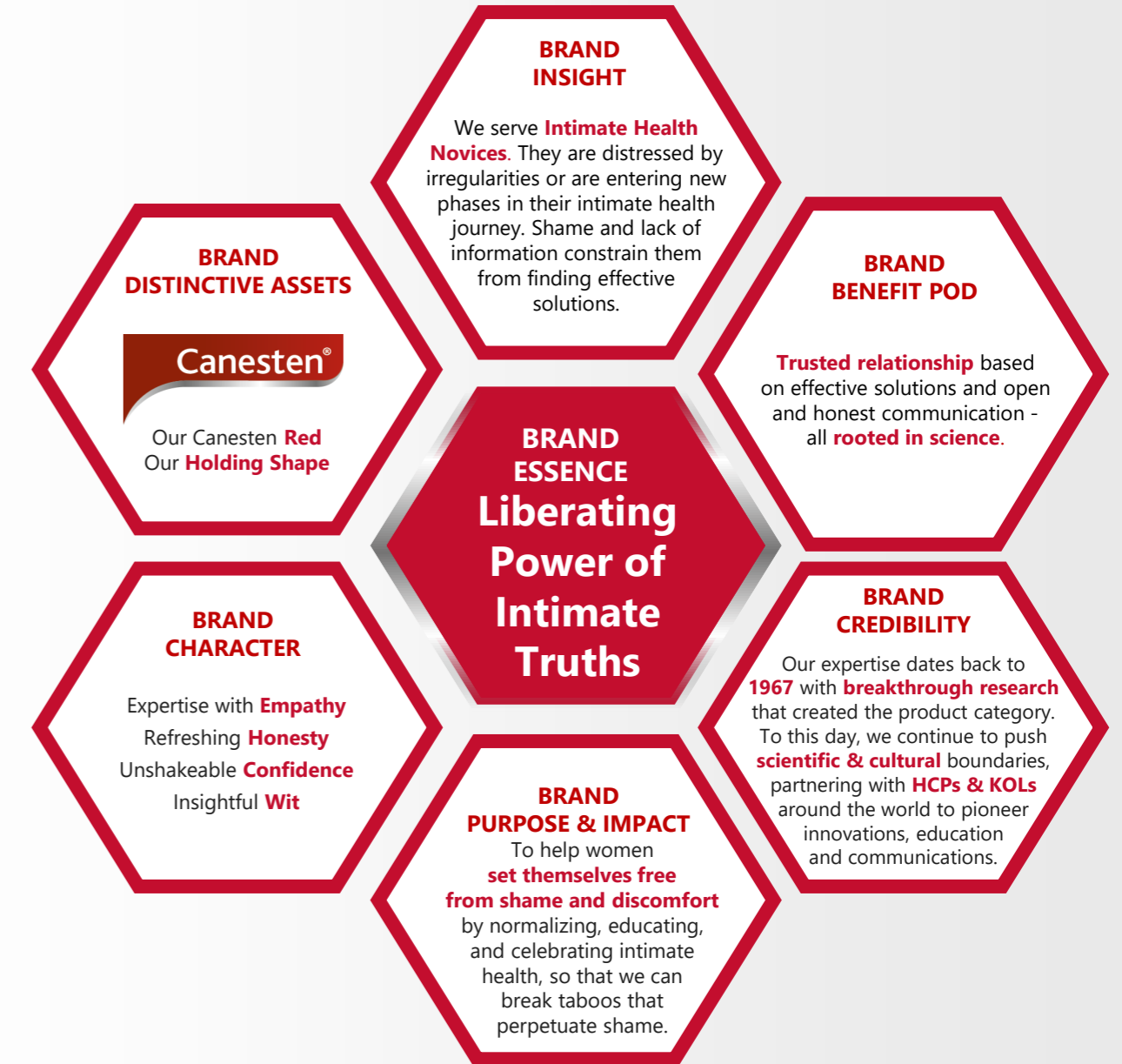
Canesten®

「 BRAND HIVE 」

The Brand Hive is an equity tool summarizing how our brand **think, feel, and stand.**

It reveals the most important aspects of brand ideology and identity and serves as the strategic foundation that informs all our decisions – from innovations, to communications and activations, keeping **true to our Brand Hive is vital!**

Canesten's ideology and identity captured in the Hive are inherently **connected with our roots** as a disrupting and innovative brand that has been **servicing women for over 50 years.**



ZOOM INTO OUR INSIGHT

BRAND INSIGHT

We serve **Intimate Health Novices**. They are distressed by irregularities or are entering new phases in their intimate health journey. Shame and lack of information constrain them from finding effective solutions.

BRAND DISTINCTIVE ASSETS

Canesten®

Our Canesten Red
Our **Holding Shape**

BRAND BENEFIT POD

Trusted relationship based on effective solutions and open and honest communication - all **rooted in science**.

BRAND ESSENCE

Liberating Power of Intimate Truths

BRAND CHARACTER

Expertise with **Empathy**
Refreshing **Honesty**
Unshakeable **Confidence**
Insightful **Wit**

BRAND CREDIBILITY

Our expertise dates back to **1967** with **breakthrough research** that created the product category. To this day, we continue to push **scientific & cultural** boundaries, partnering with **HCPs & KOLs** around the world to pioneer innovations, education and communications.

BRAND PURPOSE & IMPACT

To help women **set themselves free from shame and discomfort** by normalizing, educating, and celebrating intimate health, so that we can break taboos that perpetuate shame.



Entering puberty. Experiencing a vaginal infection. Trying to figure out the right intimate care routine. Becoming sexually active. Stepping into the world of motherhood. Entering the menopause...

Women's health journeys through life are beautifully complex and filled with challenging moments as they **step into new phases or face new situations** in their intimate health raise so many questions.

**What is happening with my body?
Is this normal? Am I doing it right?
What is the right solution for me?**

In a category filled with **confusing, conflicting, unreliable info** and a society that still sees **women's intimate health as taboo**, women are left self-guessing, experiencing lack of confidence and a general sense of overwhelm as they struggle to find the right answers and solutions.

This is the most **fundamental insight that drives our brand forward**.

ZOOM INTO OUR BENEFIT

BRAND INSIGHT

We serve **Intimate Health Novices**. They are distressed by irregularities or are entering new phases in their intimate health journey. Shame and lack of information constrain them from finding effective solutions.

BRAND DISTINCTIVE ASSETS

Canesten®

Our Canesten Red
Our **Holding Shape**

BRAND BENEFIT POD

Trusted relationship based on effective solutions and open and honest communication - all **rooted in science**.

BRAND ESSENCE

Liberating Power of Intimate Truths

BRAND CHARACTER

Expertise with **Empathy**
Refreshing **Honesty**
Unshakeable **Confidence**
Insightful **Wit**

BRAND CREDIBILITY

Our expertise dates back to **1967** with **breakthrough research** that created the product category. To this day, we continue to push **scientific & cultural** boundaries, partnering with **HCPs & KOLs** around the world to pioneer innovations, education and communications.

BRAND PURPOSE & IMPACT

To help women **set themselves free from shame and discomfort** by normalizing, educating, and celebrating intimate health, so that we can break taboos that perpetuate shame.



We got you.



To truly serve women across their different needs in life, Canesten works on building **trusted relationships**, above all else.

As a brand rooted in science, women know they can rely on Canesten's **products and solutions**. But beyond that, they can also trust our **brand's voice as a taboo breaker and category challenger**, pushing for open conversations that demystify and empower women's intimate health.

Trust in Canesten's ability to deliver on both fronts is what differentiates our brand from the sea of others.

ZOOM INTO OUR ESSENCE

BRAND INSIGHT

We serve **Intimate Health Novices**. They are distressed by irregularities or are entering new phases in their intimate health journey. Shame and lack of information constrain them from finding effective solutions.

BRAND DISTINCTIVE ASSETS

Canesten®

Our Canesten Red
Our **Holding Shape**

BRAND BENEFIT POD

Trusted relationship based on effective solutions and open and honest communication - all **rooted in science**.

BRAND ESSENCE

Liberating Power of Intimate Truths

BRAND CHARACTER

Expertise with **Empathy**
Refreshing **Honesty**
Unshakeable **Confidence**
Insightful **Wit**

BRAND CREDIBILITY

Our expertise dates back to **1967** with **breakthrough research** that created the product category. To this day, we continue to push **scientific & cultural** boundaries, partnering with **HCPs & KOLs** around the world to pioneer innovations, education and communications.

BRAND PURPOSE & IMPACT

To help women **set themselves free from shame and discomfort** by normalizing, educating, and celebrating intimate health, so that we can break taboos that perpetuate shame.



LIBERATING POWER

Physical Discomfort

Emotional Discomfort

INTIMATE TRUTHS

Science & Evidence

Authentic & Taboo-Breaking

Canesten understands the **profound impact of intimate truths** and harnesses it to **transform both the physical and emotional** facets of women's intimate health journeys.

Our essence captures our **unapologetic commitment to bring to light the realities of women's intimate health head-on**, without tiptoeing around discomfort, and genuinely understanding the unspoken struggles and societal shame that too often surrounds it.

Canesten exists to speak the truth about what women truly experience and to support them along their journey, empowering them with accurate knowledge, reliable solutions, and confidence to take control.

It's all about turning quiet discomfort into informed action.

Canesten®

ZOOM INTO OUR CREDIBILITY

BRAND INSIGHT

We serve **Intimate Health Novices**. They are distressed by irregularities or are entering new phases in their intimate health journey. Shame and lack of information constrain them from finding effective solutions.

BRAND DISTINCTIVE ASSETS

Canesten®

Our Canesten Red
Our Holding Shape

BRAND BENEFIT POD

Trusted relationship based on effective solutions and open and honest communication - all **rooted in science**.

BRAND ESSENCE

Liberating Power of Intimate Truths

BRAND CHARACTER

Expertise with **Empathy**
Refreshing **Honesty**
Unshakeable **Confidence**
Insightful **Wit**

BRAND CREDIBILITY

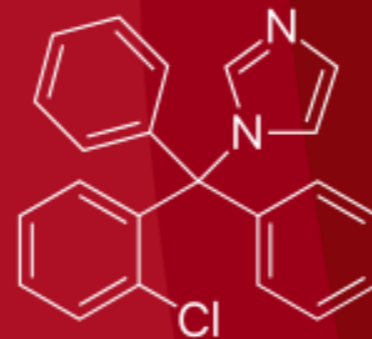
Our expertise dates back to **1967** with **breakthrough research** that created the product category. To this day, we continue to push **scientific & cultural** boundaries, partnering with **HCPs & KOLs** around the world to pioneer innovations, education and communications.

BRAND PURPOSE & IMPACT

To help women **set themselves free from shame and discomfort** by normalizing, educating, and celebrating intimate health, so that we can break taboos that perpetuate shame.



TRUSTED BY MILLIONS of women for over 50 years



Backed by **decades of medical research, clinical studies** and **effective product performance**, Canesten is trusted by consumers and HCPs who recommend the brand around the world.

Our credibility isn't just about science but **also earned through our honesty, empathy and meaningful support**. Canesten has built its reputation with science-led solutions for common but often stigmatized conditions, stepping up as a taboo breaker and category challenger that pushes cultural and societal norms. It doesn't just treat symptoms, it listens to real women, addresses their issues, and speaks openly about topics others avoid.

That combination of clinical rigor and open and empowering words and actions makes Canesten a trusted ally for women.

TRUSTED
for over

50 years

ZOOM INTO OUR PURPOSE & IMPACT

BRAND INSIGHT

We serve **Intimate Health Novices**. They are distressed by irregularities or are entering new phases in their intimate health journey. Shame and lack of information constrain them from finding effective solutions.

BRAND DISTINCTIVE ASSETS

Canesten®

Our Canesten Red
Our Holding Shape

BRAND BENEFIT POD

Trusted relationship based on effective solutions and open and honest communication - all **rooted in science**.

BRAND ESSENCE

Liberating Power of Intimate Truths

BRAND CHARACTER

Expertise with **Empathy**
Refreshing **Honesty**
Unshakeable **Confidence**
Insightful **Wit**

BRAND CREDIBILITY

Our expertise dates back to **1967** with **breakthrough research** that created the product category. To this day, we continue to push **scientific & cultural** boundaries, partnering with **HCPs & KOLs** around the world to pioneer innovations, education and communications.

BRAND PURPOSE & IMPACT

To help women **set themselves free from shame and discomfort** by normalizing, educating, and celebrating intimate health, so that we can break taboos that perpetuate shame.



We help **women set themselves free from shame and discomfort** by following our three strategic pillars:

NORMALIZE



EDUCATE



CELEBRATE

We **normalize** intimate health issues still seen as taboos in society, as well helping women normalize their relationship with their vaginas and their bodies.

We **educate** to break myths and misconceptions that fuel misinformation, giving women access to reliable, shame-free information, because when they understand their bodies, they can keep their intimate health on track.

We **celebrate** intimate health, womanhood, and all that comes with it under a positive light, giving women the courage to have open, honest conversations and to be proud of themselves and their bodies.

ZOOM INTO OUR CHARACTER

BRAND INSIGHT

We serve **Intimate Health Novices**. They are distressed by irregularities or are entering new phases in their intimate health journey. Shame and lack of information constrain them from finding effective solutions.

BRAND DISTINCTIVE ASSETS

Canesten®

Our Canesten Red
Our **Holding Shape**

BRAND BENEFIT POD

Trusted relationship based on effective solutions and open and honest communication - all **rooted in science**.

BRAND ESSENCE

Liberating Power of Intimate Truths

BRAND CREDIBILITY

Our expertise dates back to **1967** with **breakthrough research** that created the product category. To this day, we continue to push **scientific & cultural** boundaries, partnering with **HCPs & KOLs** around the world to pioneer innovations, education and communications.

BRAND CHARACTER

Expertise with **Empathy**
Refreshing **Honesty**
Unshakeable **Confidence**
Insightful **Wit**

BRAND PURPOSE & IMPACT

To help women **set themselves free from shame and discomfort** by normalizing, educating, and celebrating intimate health, so that we can break taboos that perpetuate shame.



PERSONALITY

A strong female character personifies the brand as a sympathetic, **witty and wise best friend** who is all-knowing but never judgmental.



TONE OF VOICE



She is an empathetic expert

Speaks with gravitas, backed decades of experience and scientific knowledge, but never forgetting the human truths behind it, with warmth and grace.

She is refreshingly honest

Unapologetically tells it like it is, because she believes we are better off being educated about our intimate health, without feeling ashamed.

She is unshakably confident

Brings a charming confidence when speaking on "facts of life" often treated as taboo, which sets women at ease and uplifts them to feel confident and empowered about their own intimate health.

She is insightfully witty

Smart, with a quick, insightful wit that brings a refreshing and lighthearted perspective into intimate health topics with a positive outlook on life.

NEVER cold and distant!

Forget the Doctor or lab scientist on a white coat. Her expertise doesn't come at the cost of understanding and true human connection.

NEVER shy nor rude!

Doesn't hide from the truth or act sheepish about the realities of being a woman, but neither is she blunt to the point of rudeness.

NEVER arrogant or intimidating!

She isn't confident in a nose up, self-righteous, or unapproachable type of way, doesn't look down on others, nor forces or bully them to be more confident.

NEVER confusing or dramatic!

She isn't lacking in awareness, with a dull or misguided sense of humor, nor brings a heavy-handed, dramatic or pessimistic tone.

Canesten®

ZOOM INTO OUR DBAs

BRAND INSIGHT

We serve **Intimate Health Novices**. They are distressed by irregularities or are entering new phases in their intimate health journey. Shame and lack of information constrain them from finding effective solutions.

BRAND BENEFIT POD

Trusted relationship based on effective solutions and open and honest communication - all **rooted in science**.

BRAND DISTINCTIVE ASSETS

Canesten®

Our Canesten **Red**
Our **Holding Shape**

BRAND ESSENCE

Liberating Power of Intimate Truths

BRAND CREDIBILITY

Our expertise dates back to **1967** with **breakthrough research** that created the product category. To this day, we continue to push **scientific & cultural** boundaries, partnering with **HCPs & KOLs** around the world to pioneer innovations, education and communications.

BRAND CHARACTER

Expertise with **Empathy**
Refreshing **Honesty**
Unshakeable **Confidence**
Insightful **Wit**

BRAND PURPOSE & IMPACT

To help women **set themselves free from shame and discomfort** by normalizing, educating, and celebrating intimate health, so that we can break taboos that perpetuate shame.



COMBINATION TREATMENT,
CONTAINS CLOTRIMAZOLE



LOGO

Canesten®

HOLDING SHAPE

PRIMARY COLOR



PANTONE®
485c