



# Brand Science

Brand Frames



# HIVE

## Scientific View



**ASPIRIN**<sup>®</sup>

# 01

## Insight

Health Challenges within Health Journey

- **Health challenges** represent a significant concern in modern society, impacting individuals' well-being and quality of life. These challenges can be truly overwhelming, as they encompass a wide range of issues that affect physical, mental, and emotional health

# 02

## Benefit & Point of Difference

Simply effective management of your key health needs

- **What makes Aspirin simply effective against a wide range of health challenges from a scientific perspective?**

Aspirin has long been a reliable companion, supporting consumers in their struggles against various health challenges. These challenges differ in their occurrence, impact on quality of life, pathophysiology, and severity. However, it is the remarkable range of Aspirin's properties—its effectiveness as an analgesic, its anti-inflammatory power, its role as an anti-platelet agent, and its potential chemoprotective benefits—that make it a trusted solution. Aspirin remains effective, safe, and accessible for those in need.

# 03

## Brand Credibility

Trusted Partner for over 125 and counting

- **Why Aspirin is a Trusted Partner?**

Aspirin is a well-known brand that is endorsed by healthcare professionals and supported by various health guidelines. It has extensive clinical research backing its benefits and safety for approved uses. Ongoing studies are also investigating its potential role in other health conditions, such as cancer and metabolic syndrome.

RESTRICTED<sup>2</sup>

# Health Challenges within Health Journey

A significant concern in modern society, impacting individuals' well-being and quality of life.

## Manage Everyday Health

Treat occasional symptoms

1

**Occasional health conditions** are temporary health issues that **occur sporadically** and are **not chronic** in nature.



incidence

- General Pain



- Pain related to Stress



- Cold or flu-like symptoms



impact

ASPIRIN

## Proactive Prevention

Get ahead of emerging health risks

2

Enables people to **safeguard their health by detecting and managing potential risks** before they escalate into serious issues, contributing to a longer and healthier life.



incidence

- Cardiac Risk Continuum (Primary Prevention)



- CR Cancer Prevention (potential)



impact

## Ongoing Health Management

Control chronic conditions

3

The goal of controlling chronic conditions is to **minimize symptoms, prevent complications and improve the overall quality of life** for individuals affected by these conditions.



incidence

- Suspected acute myocardial infarction

- Post Myocardial Infarct

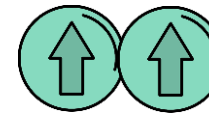


- Post Stroke



- Flares of a Chronic Pain (Migraine & OA)

- CR Cancer Potential (off label)



impact

# Health Challenges within Health Journey

A significant concern in modern society, impacting individuals' well-being and quality of life.

## Manage Everyday Health

Treat occasional symptoms

1

**Pain:** Over 1 in 5 adults globally experience pain, with headaches alone affecting over 3 billion people.

**Pain related to Stress:** Pain and stress are global health burdens

Both are recognized as “worldwide epidemics” that significantly impair quality of life, daily functioning, and mental well-being.

**Cold or flu-like symptoms:** Adults have an average of 2-3 colds per year.

Each year in the US, there are millions of cases of the common cold, and are one of the main reasons that children miss school and adults miss work

## Proactive Prevention

Get ahead of emerging health risks

2

**Cardiac Risk Continuum :** Cardiovascular disease (CVD) is presented as a continuum

This continuum reflects the gradual progression of atherosclerosis, which can silently develop across various vascular territories long before reaching a point where it causes functional impairment or an ischemic event.

**Primary Prevention of CVD:** is crucial as it aims to reduce the incidence of major cardiovascular events in individuals without a history or clinical signs of underlying disease, thereby decreasing the overall burden of cardiovascular morbidity and mortality.

## Ongoing Health Management

Control chronic conditions

3

**Suspected acute myocardial infarction :**

The incidence of first-time heart attacks more than 7 million people experience an acute heart attack each year worldwide and in the United States is approximately 550,000 cases per year.

**Post Myocardial Infarct:** 1 in 5 people will have a second heart attack within five years. Each year, there are about 335,000 recurrent heart attacks in the US.

**Post Stroke:** 1 in 4 stroke survivors will experience another stroke. Recurrence rates can range from 3-20% within the first year and 16-35% within five years after the initial stroke.

**Flares of a Chronic Pain (Migraine & OA):**

Over 500 million people live with osteoarthritis, often experiencing flares of joint pain, while migraine affects more than 1 billion people globally with recurring attacks

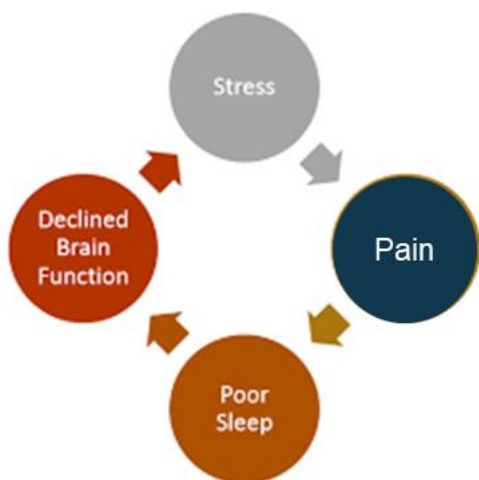
# Simply effective management of your key health needs

What makes Aspirin simply effective against a wide range of health challenges from a scientific perspective? Mode of action

## Pain

Analgesic and Anti-inflammatory

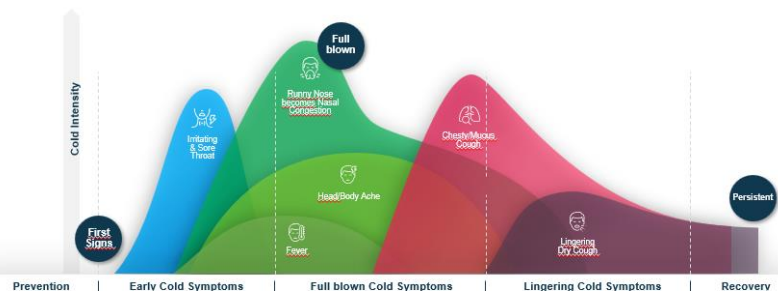
Aspirin stops fast the production of natural substances in the body that cause pain and inflammation when muscle tension is triggered by stress , helping to break the stress-pain cycle as early as 15 minutes .



## Cough & Cold

Aspirin /Vitamin C/Pseudoephedrine  
Acts on pain (sore throat, headache, muscle pain) and fever .

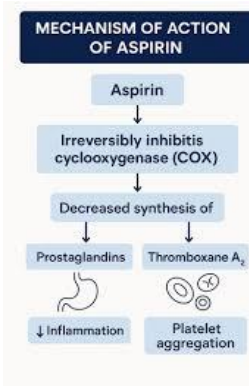
Has anti-inflammatory properties  
Boosts immunity with the plus of vitamin C, frees nasal and para nasal blockages & has anti-inflammatory properties



## Heart Health

Antiplatelet and Anti-inflammatory

Aspirin prevents 10-20% of a first heart attack, 22% of a recurrent stroke and >20% of a recurrent heart attack. Common SE less than 1%, as EC benefit makes Aspirin suitable for long time usage.



# Trusted Partner

Pioneering, science-backed, proven wonder solutions for your evolving health needs – trusted for over 125 years and counting.

## 1. Cardio: HCP Guidelines recommendations:

- ✓ ESC, AHA/ACC, ADA, USPSTF
- ✓ Absolute strong recommendations for suspected acute myocardial infarction and **secondary prevention** of CVD in all markets.
- ✓ Different approval in different markets for Primary Prevention of CVD which has specific recommendations for 4-70 years old patients with a **high cardiac risk and low bleeding risk**.

## 4. Cancer - Our Future

- ✓ NCCN guidelines include consideration of low-dose aspirin (~160 mg daily for 3 years) as **secondary prevention** for patients with resected stage II–III colorectal cancer carrying a PIK3CA mutation, as **coadjuvant** treatment together with different chemotherapeutic drugs.
- ✓ Primary Prevention of CRC **Opportunity**: Due to new available data in MOA and consistency of epidemiological data, there is an opportunity to influence in a positive manner future Prevention of CRC guidelines.



## 2. Pain: Endorsement of NSAIDS from multiple HCP associations for management of different types of pains:

- ✓ Arthritis Foundation, OARSI, EULAR, NICE : Minor arthritis pain
- ✓ American Headache Society (AHS), European Federation of Neurological Societies (EFNS): **Headache**
- ✓ American College of Obstetricians and Gynecologists (ACOG): Menstrual pain
- ✓ American Dental Association (ADA): Toothache
- ✓ World Health Organization (WHO), National Institutes of Health (NIH): Muscle pain

## 3. Flu, C&C

We have the **appropriate combinations** that help our consumers relieve the symptoms of C&C (Flu & sore throat) so that they can continue to maintain a good quality of life.

- ✓ Centers for Disease Control and Prevention (CDC), Mayo Clinic: **Cold-related pain**



# Thank you!

**For more information**  
on Aspirin Brand  
please access this link:

[Megabrands Hub](#)