



Brand Sustainability Strategy

Brand Frames



Sustainability Strategy



Our Champion & Defend Areas

As captured in our Brand Hive, our brand purpose and **biggest impact sits in Heart Health**, where Aspirin plays a **unique role** on being able to provide **access to life saving heart health**, particularly in the most vulnerable areas.

PURPOSE & IMPACT

Advancing
lifelong better
health with
you

Naturally, the sustainability territory we choose to speak up about and be known for, which is called our **“Champion Area”**, is aligned to our purpose and is a social impact. Environmental aspects will rather feature as our **“Defend Areas”**, meaning topics we must work on and mitigate for defensibility.

As our chosen sustainability territory, our **Champion Area** is to be **consistently brought to life around the world**.

Champion Area

Access to life saving heart health

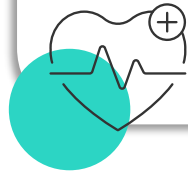
Defend Areas

Recyclable Packaging
Carbon **Reduction**

Unpacking our Sustainability Champion

Champion Area

Access to life saving heart health



THE CHALLENGE ASPIRIN HELPS WITH

Health inequality is a daily reality of billions.

Over 4.5 billion people lack full access to essential healthcare. For nearly 2 billion, the cost of basic services leads to financial hardship. Over 1.3 billion are pushed deeper into poverty just trying to stay healthy.

These gaps are growing - and the climate crisis is making them worse. Rising temperatures, now recognized as a public health threat, increase the risk of **severe cardiac events**, especially in vulnerable communities.

Underserved populations bear the greatest burden. In the U.S, for eg: African Americans are 2–3 times more likely to die from heart disease than white Americans - a stark reflection of deep-rooted health inequities.

In a world full of complexity, prioritizing health can feel out of reach. **Aspirin offers a simple, trusted and affordable solution** - as we know that for many, health is anything but simple.



Unpacking our Sustainability Champion

Champion Area

Access to life saving heart health



ACTIVATION CASE EXAMPLE

Cardiovascular disease is the #1 cause of death in the U.S.

Yet prevention often comes too late. With over 100 million Americans at risk, many still believe "I'm too young" or "I feel fine." Time-strapped doctors often deprioritize early intervention, and denial keeps consumers from acting.



"See Your Risks" is a bold campaign tackling this head-on. It breaks through complacency, urging people to recognize hidden risks and speak to their doctors.

Built on the 3A Model - Awareness, Action, Access - it simplifies prevention while scaling impact. In 2024, we laid the foundation: strong HCP pilot, sales gains, Walgreens simplification test, and the first heart health penetration increase in 3 years.

Now in 2025, we scale: more media, more HCP outreach, a national launch of "See Your Risks," and deeper PR waves - all to turn awareness into lifesaving action.

How we bring to life our sustainability Champion Area

Access to Life Saving Heart Health

Risk Awareness & Action

01

Empower people to understand their heart health risks and take proactive steps.

By tackling low awareness, risk perception, and knowledge of Aspirin's role, we drive behavior change.

Strategic partnerships and targeted campaigns help scale impact - especially for underserved communities.



Accessibility

02

Break down barriers to healthcare access - so people can get the care they need, where they need it.

From rural areas to health deserts, we expand availability through partnerships, local stores, and mobile clinics - ensuring Aspirin reaches those who need it most.



Affordability

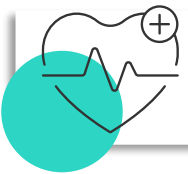
03

Make prevention affordable - so cost is never a barrier to heart health.

We partner with insurers and health ecosystems to improve coverage, while tailored pack sizes ensure Aspirin stays within reach for low-income consumers.



How we bring to life our sustainability Champion Area

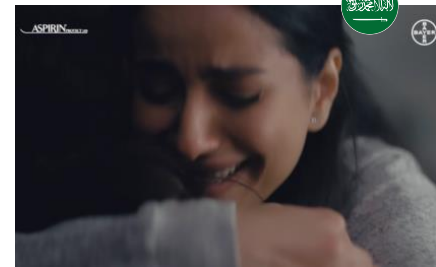


WHAT OUR CHAMPION IS ALL ABOUT

- Focusing on our mission to **save more lives**, by making heart health **accessible to more people**, always grounded on **heart health management** as the **main anchor** to our credibility and to everything we do.
- **True to our portfolio**, focusing on heart health issues for which we have products and solutions, only expanding as our portfolio grows where it makes sense.
- Designed for the **needs of population** in underserved communities, those with elevated risk of CV illness, as the **most vulnerable audience** we can support.



I know that heart events happen, but I don't think it will happen to me.



- **Responsibly inclusive of HCPs**, empowering them and our consumers to take action by advancing access, technology, science, and relevant resources, specifically tailored to our audience.

Training

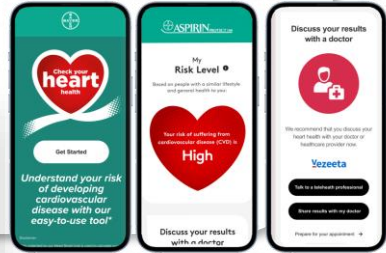
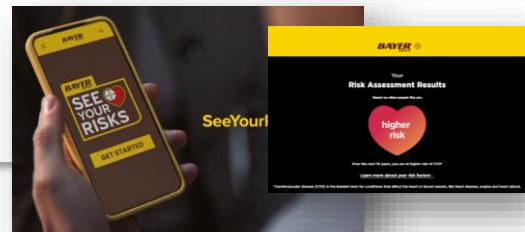
Diagnostic

Delivering Personalized Risk Results

Envisioning a new cardiac continuum together



Digital Self-Assessment



Unpacking our Sustainability Champion



MAXIMUM SOCIETAL, MINIMUM ENVIRONMENTAL IMPACT

Packaging Principles?

An efficient way to shape and steer our brand's expression through our Packaging, having been carefully thought to avoid a negative association of our brand environmental impact with our social impact, as we know that health waves and climate changes are associated with worsening heart diseases.

Why do we need them?

Consumers recognize the interconnectedness of personal health, environmental health and social responsibility.

Packaging is an important Defend so we can, transparently, work on reducing environmental impact, rather than contributing to worsening the problem for our consumers.

Defend Area

Recyclable Packaging

Recyclable Packaging

Reduce environmental impact of our packaging materials, as part of BCH Sustainability Strategy, **through our 4 R's**:

- **100% Recyclable**, Reusable/Compostable Primary Packaging where not needed
- **Removal of Secondary Carton** where possible
- Increase of **Sustainably sourced paper** usage overall
- **Reduction of virgin pack materials** and **removal of unnecessary** packaging



Thank you!

For more information
on Aspirin Brand
please access this link:

[Megabrands Hub](#)