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News Release

Bayer Consumer Health leaders propose new principles for science-led self-care

- Empowering consumers to take more control over their own health means ensuring they have the knowledge and trust that products are safe and will work as described
 - The Principles of Science-Led Self-Care paper forms a blueprint for the industry
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Basel, August 2, 2022 – Bayer has published a new paper, *Science-Led Self-Care: Principles for Best Practice*, that sets out five key Principles that should underpin all self-care products improving personal health and wellness. The paper is intended to spark a conversation within the industry and its key stakeholders around the need to promote science-led self-care for the benefit of consumers.

In the wake of the pandemic and the rise of accessible, digital information - consumers are becoming increasingly interested in maintaining and managing their own health. Enabling this shift means consumers will need to have trust that the choices they make are the best. The paper proposes that sound science is a core component to earning that trust.

“We owe it to the consumer to help them navigate the self-care landscape and identify the products and services that are grounded in science and will help them to prevent disease and live healthy lives. Our five Principles of Science-Led Self-Care can be a blueprint for deeper discussion within our industry about how best we help consumer navigate a confusing landscape,” comments Abbie Lennox, Global Chief Regulatory, Medical, Safety and Compliance Officer, Consumer Health division of Bayer.

Bayer's five Principles of Science-Led Self-Care are:

- The Science of the Human: Self-care products rooted in a thorough understanding of human biology, medical insights and unmet needs
- The Science of Regulation: Independent regulation, to ensure safety and efficacy through transparent communication, accurate labelling and supported claims
- The Science of Collaboration: Carefully judged collaborations focused on win-win outcomes can help to improve access to self-care, making products available more widely and empowering more consumers to take charge of their health
- The Science of Discovery: Self-care products that have been rigorously researched, founded on scientific principles and developed with a deep understanding of consumers' unmet needs
- The Science of the Consumer-Product Experience: A seamless experience beginning with the initial search for information, continuing through to the physical interaction with the product itself that helps consumer better use self-care products

David Evendon-Challis, Chief Scientific Officer, Consumer Health division of Bayer, comments: "We believe these Principles will enable better self-care as we look to push the boundaries of how science and innovation can continue the amazing journey of people living better, healthier lives. We think these principles can also benefit others who are committed to this vision – greater consumer confidence will help boost the reputation of the self-care industry as a whole."

He continues: "For many companies like Bayer engaging in science-led self-care, these principles will already be a part of their process. These are what set science-led self-care products apart. We look forward to kicking off a robust discussion with industry peers, health and medical professionals, policy makers, and consumers about how these principles can continue to evolve to contribute to better health for all."

Science-Led Self-Care: Principles for Best Practice can be viewed and downloaded at <http://www.bayer.com/en/personal-health/science-led-self-care>.

About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to help people and the planet thrive

by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to driving sustainable development and generating a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2021, the Group employed around 100,000 people and had sales of 44.1 billion euros. R&D expenses before special items amounted to 5.3 billion euros. For more information, go to www.bayer.com.

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