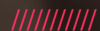




# Bayer

## Company profile



Andre J. Zila  
Front-End Innovation  
Alliance Management

*Health for all,  
Hunger for none*





# Consumer Health at a glance



*As a leader in Consumer Health, our teams work tirelessly to deliver science-based innovation in pursuit of our vision to help billions of people to live healthier lives with the most-trusted self-care solutions.”*

**Julio Triana**  
President, Consumer Health



**€6.0bn**  
sales in FY 2023



**10.9k**  
employees worldwide  
in 2023\*



More than  
**150**  
trusted  
brands



Headquarters  
**Basel,**  
Switzerland

\* As of December 31, 2023, employees in full-time equivalents





# Bayer CH has defined areas of active interest per category

## Dermatology

### Skin Health



**Dry and sensitive skin**



**Compromised skin:** irritation, eczema, minor wound, fungal infections



**Healthy skin microbiome** and skin health from within

### Intimate Health



**Genitourinary health** and vulvovaginal infections



**Intimate hygiene and intimate care** for healthy vulvovaginal microbiome

## Pain



**Beyond the pill**



**Topical pain**



**Systemic/ Anti-inflammatory**

## Cardio



**Heart health**

## VMS



**Age well**



**Immunity**



**Relax & Restore**



**Pregnancy & healthy baby**



**Personalization**

## Digestive Health



**Regularity & Wellness**



**Heartburn & Overindulgence**

## Allergy



**Prevent** (Non-medicated)



**Relieve** (Mult symptom)

## Cough Cold



**Multi-symptom cold & flu**



**Nasal/Sinus**



**Cough & Sore throat**



**Immunity/ Antiviral**



# Partner of choice with proven track record, new innovations powered by external partnerships



**Pain**



**Pregnancy & Healthy Baby**



**Immunity**



**Relax and Restore**



**Upper Respiratory**

# Challenges in external innovation



## *Complex Decision-Making*

**Navigate the intricate culture** and decision-making processes within large organizations to secure buy-in and move projects forward.



## *Power Imbalances*

**Bridge the gap in power dynamics** between **smaller and larger organizations** by leveraging complementary strengths to create mutually beneficial partnerships.



## *Rigid Bureaucracy*

**Develop strategies to overcome bureaucratic hurdles** and streamline collaboration to ensure efficient project execution.







## ELEVATE

Bayer's co-innovation accelerator—an advanced platform leveraging external innovation to address unmet consumer needs

## ELEVATE TOOLKIT

[Bayer Sustainability Guidance](#)

[Material Stewardship List](#)

[User guide](#)

[See all the Elevate toolkits](#)

## Probiotics in Menopause

Proposals : 2  
Status : Open

[NEW PROPOSAL](#)

Bayer Consumer Health is looking for **innovation opportunities in Menopause** area, more specifically formulations containing probiotics that would target :

- Vasomotor symptoms (night sweats, hot flushes)
- Sleep disturbance...

## Melatonin-free "relax & restore" solutions

Proposals : 2  
Status : Open

[NEW PROPOSAL](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur....

## MOST RECENT PROPOSALS

No item

## YOUR BUSINESS CARD

No item

## YOUR PRODUCTION SITES

No item

## Share your innovation with Bayer

Proposals : 0  
Status : Open

[NEW PROPOSAL](#)



# *Why partner with us?*

