



SELF-CARE

Our brands and partnerships support public health systems by giving people access to the information and products they need to protect their health and wellbeing.

SELF-CARE CONTINUED

Promoting self-care and giving people the tools to practise it goes to the heart of our Purpose to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world.

During the pandemic, a spotlight was shone on the importance of good hygiene practice to protect people's health. Global megatrends that predate COVID-19 are putting pressure on public health systems, making it important that these habits continue and are reinforced. Urbanisation is increasing population density, helping illnesses to spread and increasing the risk to sexual health. An ageing population means there are more people with chronic conditions. Climate change contributes to increases in water scarcity, threatening a resource that's vital for sustaining health. Higher global temperatures are a health challenge in themselves and contribute to the spread of bacterial and viral diseases.

These global megatrends place ever-greater strain on healthcare systems. This is making self-care increasingly important to safeguarding wellness.

The World Health Organization (WHO) defines self-care as "individuals, families and communities promoting and maintaining their own health, preventing disease, and coping with illness and disability, with or without the support of a health worker".

This relies on access to the best information and to the right products. It enables people and communities to protect, heal and nourish themselves, supporting their own health and wellbeing and relieving pressure on healthcare systems. Governments and businesses like ours can provide access to products that bolster hygiene, health and nutrition, and help people understand the valuable part that these products can play.

Putting self-care at the heart of who we are and what we do

Our brands and products can, by promoting health and nutrition and improving hygiene and sanitation, help prevent disease and support delivery of the Sustainable Development Goals for health and wellness. By providing effective over-the-counter medicines, and improving health literacy, we can reduce the burden on over-stretched healthcare systems.

We want to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege. Our ambition for 2030 is to reach half the world with brands that enable people to lead cleaner, healthier lives.

For instance, our disinfectant products Dettol and Lysol help people protect their households and wider community from bacteria and viruses. By enabling better hygiene and sanitation, we reduce the risk of waterborne and diarrhoeal disease, a major cause of illness and death in many countries. Our Mortein coils repel mosquitoes, reducing the spread of diseases like malaria and dengue fever.

Our Enfamil infant formula supplements children's nutrition and helps to reduce infant mortality. We promote sexual wellbeing and help prevent disease through Durex. Over-the-counter treatments like Strepsils and Nurofen help people treat illnesses themselves. The Association of the European Self-Care Industry has found that anywhere up to 25% of doctors' consultations for minor ailments could be substituted by self-care solutions.¹

Trustworthy information is critical to effective self-care. COVID-19 has shown the potential to engage people with self-care messages. Our partnerships with NGOs, government and healthcare organisations continue to provide information to boost health literacy and help people make informed choices to protect their health and wellbeing. We work with public health providers and communities to make this possible by promoting all aspects of self-care.

For example, with Dettol in South Africa, we launched Mzansi Protect, an initiative to encourage handwashing to reduce the incidence of diarrhoea by 50% by 2027. Currently, the disease is the second leading cause of death in South African children aged five years and below.² As part of this initiative, in 2023, Dettol will educate one million learners and 500,000 new parents across South Africa, with particular attention given to vulnerable communities to ensure no one is left behind. Dettol will be joined by two new partners — The Nelson Mandela Foundation and the South African Rugby Union (The Springboks) — who will work with Dettol and the South African departments of Health and Basic Education to meet this goal.

1. Self-Care in Europe: Economic and Social Impact on Individuals and Society by May and Bauer – Konzepte im Gesundheitsmarkt GbR
2. WHO



PARTNERING TO PROVIDE SELF-CARE AID

In September, the flooding in Pakistan caused a devastating impact to over 33 million people. We partnered with organisations such as Carrefour and Pakistan's Red Crescent Society to provide aid.

The unprecedented floods have severely affected Pakistan's people, their health and livelihoods, and the country's infrastructure. With the flooding comes the increased risk of waterborne diseases, including dengue fever, which is spread by mosquitoes. This is where we stepped in to provide support via our mosquito-repelling Mortein products, so we can help to protect those in need.

As there is no dengue vaccine available in Pakistan, the most effective treatment is prevention. We built on our 'Dengue Ab Nahi' (Dengue No More) mission, which supports awareness and prevention of dengue by providing free Mortein coils to areas most at risk of an outbreak. By giving communities impacted by the floods easy access to effective mosquito repellents, we can help them to safeguard themselves and their loved ones against the spread of the dengue virus.



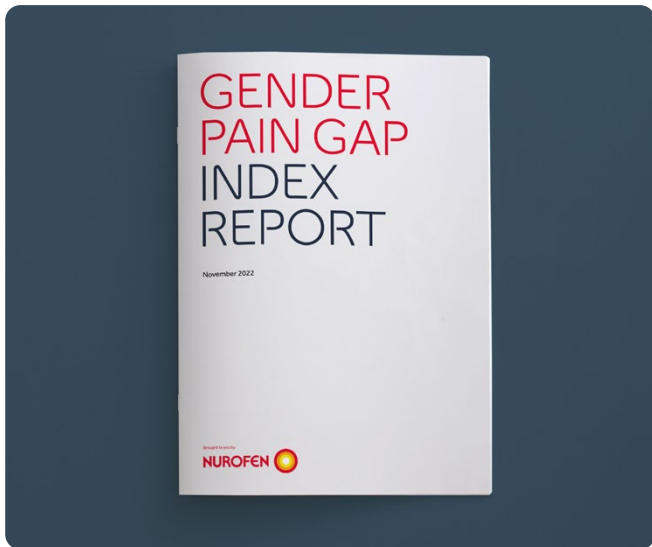
SELF-CARE CONTINUED

Using our global reach to boost health and wellbeing

We can use our scale and our global reach to help people access self-care products and information. Our approach is grounded in science, working with partners to understand the issues that affect our consumers and identify opportunities where we can make a positive difference.

For example, in 2022, we produced the first **Nurofen Gender Pain Gap Index Report**, which provides evidence of the gap between women's and men's experience and treatment of pain. The report is based on a nationwide survey of over 5,000 men and women in the UK.

The goal was to gain knowledge of people's perceptions and experiences of pain from a statistically significant sample of the UK population. These insights have informed the actions and commitments made by Nurofen to help close the Gender Pain Gap. These commitments (see figure) are in line with the ambitions outlined in the UK Government's recent Women's Health Strategy. To meet them, Nurofen will look to work over the coming years with relevant organisations, brands and individuals.



GENDER PAIN GAP



Gender Pain Gap Index Report

Nurofen is committed to commissioning the *Gender Pain Gap Index Report* regularly to track the gap over time.



Making women more visible in clinical research

Nurofen is committed to gender balance in the design, conduct and analysis of clinical research and commits to including, studying and understanding women in research. Nurofen will always consider gender when interpreting our findings, publishing the results where appropriate to improve pain management and research.

Gender representation in the last 30 years of Nurofen's clinical research has been very encouraging, with 53% female and 47% male subjects being enrolled in 50 studies.



Product innovation

Nurofen commits to innovation that brings new and improved solutions for women's pain.



Health care practitioner (HCP) training and education

Nurofen will invest in training to specifically support HCPs identify and overcome any gender bias within their daily work, with training reviewed by Nurofen's HCP advisory board.



Tools

Nurofen will develop a variety of new tools that will assist both women and men in their descriptions and articulation of their pains to healthcare professionals. These tools will be freely accessible to all via the Nurofen website and distributed to relevant community groups.

OUR ONGOING JOURNEY

Helping to close the Gender Pain Gap will take time. But we know it's the right journey to take.

In addition to the commitments made today, Nurofen will further analyse insights from consumers and healthcare professionals to produce detailed commitment roadmaps in areas where the Gender Pain Gap is most prominent.

We will work over the coming years with relevant organisations, brands and individuals to build on our commitments today with impactful goals and outcomes.

SELF-CARE CONTINUED

Enabling self-care through our value chain

Our brand, environmental and human rights programmes work to promote health and wellbeing and support livelihoods. They extend into the communities of our value chain, where we source our ingredients and manufacture our products.

For instance, in Thailand, where we source raw materials for Durex, we're continuing to invest in the health of workers in rural communities. Our work with the Planned Parenthood Association of Thailand delivers guidance on family planning, diseases and preventative measures. The programme also provides access to sexual health services through mobile centres and drop-in clinics, offering basic tests, treatments and preventative products, as well as referrals to local hospitals.

We support the work of healthcare organisations in spreading positive messages around self-care, helping them reach both consumers and healthcare professionals.

Developing new thinking

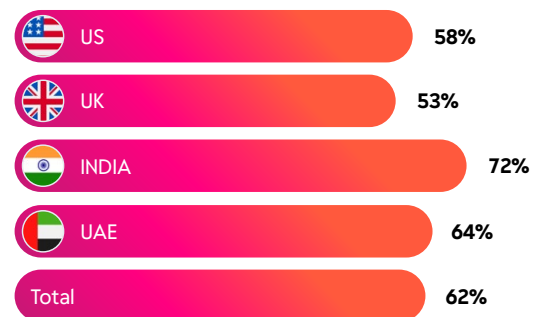
We work with governments, NGOs and academia on new thinking and ideas on topics like sanitation and sexual health.

At the COP27 climate change conference in 2022, we launched research exploring the link between the health of the planet and people's health.

This work, published in *Reckitt Planetary Health is Human Health Report: 2022 edition*, turns previous insight into action by commissioning new quantitative research in the UK, US, United Arab Emirates (UAE) and India. It explores how people perceive the health impacts of climate change, what actions they are taking themselves as a result, and what measures they want to see from businesses and government.

The research shows that the majority of people (79%) agree that climate change and people's health are connected. Nearly two-thirds (62%) believe that climate change is already negatively affecting the health of people in their country. In hotter countries, like India and the UAE, that figure is higher.

PERCENTAGE OF PEOPLE WHO BELIEVE THAT THE HEALTH OF PEOPLE IN THEIR COUNTRY IS ALREADY NEGATIVELY AFFECTED BY CLIMATE CHANGE



Base (all respondents) Total: 4,171; US: 1,121; UK: 1,050; India (weighted): 1,000; UAE (weighted): 1,000

Source: *Reckitt COP27 Planetary & Public Health Global Report (October 2022)*

Overall, 70% agree that climate change and their own personal health are connected. However, many were uncertain as to what they could do themselves to combat these health impacts. People support action on climate and health and see it as a priority. Healthcare and climate change rank as people's second and third most pressing priorities for government, behind only the cost of living and economic recovery.

We also hosted five events at COP27 focused on the links between health and climate change. These sought to raise awareness and understanding of the importance of climate resilience related to health, issues around water scarcity, and pandemic threats from the spread of pests, among other things.



CONNECTING WITH OUR CONSUMERS THROUGH MUSIC TO FIGHT SHAME AND STIGMA WITH DUREX

To promote sexual health, Durex continues to fight for a world of sexual security, challenging symbols of shame and stigma, while reducing the risk of sexually transmitted infections. For example, it has embarked on one of its most ambitious campaigns by collaborating with rap artists in a music video, with the aim of promoting sex positive messages.

Launched at the Austin City Limits festival in Texas, F.Y.P (For Your Penis) challenges the popular idea that size is all that matters for great sex. It focuses on the importance of a well-fitting condom in giving confidence, comfort and protection. The campaign encourages consumers to #getfitted.

Durex has identified the fit of the condom as the number one driver of positive condom usage, addressing key barriers of consumption and challenging societal stigmas around penis size. In 2022, Durex launched a 'fit condom' platform, a range of products enabling consumers to make the right condom choice, to #getfitted and find their best fit, to ensure comfort, confidence and protection.



SELF-CARE CONTINUED



STREPSILS HELPING TO TACKLE ANTIMICROBIAL RESISTANCE

Nine out of 10 sore throats don't require antibiotics as part of effective treatment. Common colds never need them.

Taking antibiotics when they're not needed is a key contributor to antimicrobial resistance (AMR) — for example, to treat a virus, rather than a bacterial condition. AMR is an issue we should all care about. Increasing AMR means infections will become increasingly difficult to treat, with common medical procedures, including surgical dentistry, caesarean sections and appendectomies, becoming riskier.

Everyday ailments, including sore throats, coughs and common colds, are among the leading reasons people overuse antibiotics. What's worse is that they don't provide what the patients really want – fast relief of their condition.

The Sore Throat and Antibiotic Resistance (STAR) study, launched during the WHO's World Antibiotic Awareness Week 2022, found that almost half (43%) of adults believe that antibiotics are the most effective way to treat respiratory illnesses. One-third of adults feel anxious being treated for respiratory conditions like sore throats without antibiotics. However, sufferers usually benefit more from effective treatments for their painful symptoms, such as anti-inflammatory throat lozenges and painkillers. That's why we campaign to raise awareness around AMR. For example, during World Antibiotic week, and as part of the Global Respiratory Infection Partnership, we sought to raise awareness through consumer education campaigns.



By encouraging people to manage their symptoms safely and effectively with over-the-counter treatments, such as Strepsils and Mucinex, we're helping sufferers ease their symptoms and are positively tackling one of the top 10 global public health threats, preserving antibiotics for the times they're really needed.

Making regulation work better for consumers

Consumers must be confident that healthcare products are safe and effective. We work with governments to make sure regulations provide that confidence. We also make products as easy to access as possible, helping consumers to get the right medicines to support self-care. This can include working with authorities to simplify regulation so that products can come to market sooner while still being stringently tested, or switching from being prescription-only to being available over the counter.

For instance, in 2022 we stepped up to help US families get access to infant formula following the temporary closure of another manufacturer's factory that resulted in a nationwide shortage. We worked with US authorities at the highest levels to unlock supply bottlenecks and quickly qualify our sites in Singapore and Mexico so they could export formula into the US market. This ensured that parents were able to provide their infant children with the safe, high-quality nutrition they needed.