

News Release

COPPERTONE® CHANGES THE GAME WITH NEW SPORT FORMULAS AND AFTERSUN MOISTURIZERS

Whippany, NJ – (February 16, 2016) Bayer’s Consumer Health Division, the maker of COPPERTONE®, announced today that consumers across the country will see a brand new COPPERTONE® SPORT® on store shelves, adding a new chapter to the brand’s history of innovation in the suncare industry. With improved, fast-absorbing lotion and spray formulas in SPF 15, 30 and 50, COPPERTONE® SPORT® is a game-changer that offers the same superior high-performance sun protection, now with a lighter, breathable feel on skin.

Available in Continuous Sprays and Lotions, the new formulas provide breathable coverage for fitness enthusiasts hitting the trail, field, or pavement. These sunscreens are proven to work harder in extreme outdoor conditions, including heat and humidity, so consumers can join the game confident that their skin is protected. Additionally, the reformulated line helps refuel skin with antioxidants and boosts hydration, providing skin with much-needed replenishment during outdoor activities.

The introduction of the reformulated SPORT line represents the latest advance in suncare from COPPERTONE®, the brand that invented the sport sunscreen category in 1991. The brand continues to pioneer the industry, creating the first continuous spray sunscreen in 2005 and incorporating antioxidants in its formulas in 2010. For 45 years, the COPPERTONE® Solar Research Center, a state of the art corporate facility for evaluating the performance and aesthetics of sunscreens, has been a transformative force in the suncare industry, leveraging cutting edge technology and consumer insights to stay ahead of customer needs and industry trends.

“Coppertone’s status as the leader in the suncare industry is uncontested, and we’re thrilled to showcase that leadership with these new and improved formulas,” said Tracy Nunziata, Vice President, Suncare and Dermatology at Bayer’s Consumer Health Division. “We pride ourselves on our innovation and insights into consumer needs, which is why we continue to expand our portfolio and improve our products.”

Also new from COPPERTONE® this year are two products created to nourish skin after consumers head indoors. COPPERTONE® CLEARLYSheer® AfterSun Moisturizer and COPPERTONE®

SPORT® AfterSun Moisturizer were developed to help revitalize and refuel skin, offering a refreshing fragrance and helping replenish moisture lost while spending time outdoors. Fortified with an antioxidant blend to help restore skin's defenses depleted by the sun, COPPERTONE® AfterSun Moisturizers are essential additions to skincare regimens.

“The Coppertone AfterSun Moisturizers are a perfect complement to a diligent suncare routine, as they can help restore the moisture balance of the skin after time spent outdoors,” said Dr. Elizabeth K. Hale, Clinical Associate Professor of Dermatology at the New York University School of Medicine and consultant to the makers of Coppertone® products. “Hydrating the skin after sun exposure is important to help restore and maintain the skin barrier. When our skin is exposed to damaging UV rays, our skin cells become dehydrated, and their natural antioxidants that help defend against skin-damaging free radicals get depleted.”

COPPERTONE® CLEARLYSheer® AfterSun Moisturizer is the latest addition to the popular women's CLEARLYSheer® sunscreen line, which offers broad spectrum protection in delightfully light, breathable lotions and sprays that feel great on skin. In addition, this year consumers will see the lightweight, beach-strength CLEARLYSheer® line roll out with a fresh look. Available in SPF 30 and 50, Coppertone® CLEARLYSheer® is perfect for everyday protection even under makeup, whether you're heading to the beach or out to lunch with friends.

For more information on exciting new products from COPPERTONE®, visit www.coppertone.com.

Bayer: Science For A Better Life

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At the same time, the Group aims to create value through innovation, growth and high earning power. Bayer is committed to the principles of sustainable development and to its social and ethical responsibilities as a corporate citizen. In fiscal 2014, the Group employed around 119,000 people and had sales of EUR 42.2 billion. Capital expenditures amounted to EUR 2.5 billion, R&D expenses to EUR 3.6 billion. These figures include those for the high-tech polymers business, which was floated on the stock market as an independent company named Covestro on October 6, 2015. For more information, go to www.bayer.com.

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