



News Release

The Makers of Coppertone® Create New Sunscreen Form with First-Ever Whipped Sunscreen

Coppertone continues legacy of transforming sunscreen industry with 2017 product launches

Whippany, NJ – (January, 2017) Bayer, the maker of COPPERTONE®, announced today the release of a transformative new sunscreen form that's unlike any other. It offers a light, creamy texture that absorbs quickly into skin, leaving it soft and smooth. Over five years in the making, new Coppertone® Whipped formulas are now available in the CLEARLYSheer® line and the WaterBABIES® Pure & Simple line, delivering consumers broad-spectrum protection and an entirely new sunscreen experience from a trusted brand.

Gone are the days when consumers had to compromise between strong sun protection and desirable product feel. COPPERTONE® Whipped products' luxurious, gentle formulas surprise and delight while still emphasizing what is most important: broad-spectrum sun protection that should be worn every single day.

“For my patients, one of the biggest barriers to using everyday sun protection is that they dislike how the products feel on skin,” 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. “Whipped sunscreens not only solve this



problem, they also improve the likelihood that people will reapply to themselves and their children, which is essential for protecting their skin against UVA and UVB rays.”

COPPERTONE® CLEARLYSheer® Whipped Sunscreens, available in SPF 30 and 50, won't clog pores or cause breakouts, feel clean and light on skin and glide on easily, transforming the experience of applying sunscreen from a mandatory task to something consumers can look forward to doing before they head outdoors. Coppertone® WaterBABIES® Pure & Simple Whipped Sunscreen is free of fragrance, parabens, PABA, dyes and oil and spreads easily on babies' skin in a light and soft formula. Available in SPF 50, this water-resistant, broad-spectrum sunscreen makes applying sunscreen much simpler and leaves baby's precious skin feeling soft and smooth.

“At Coppertone, we challenge ourselves every day to transform the industry, to create a product unlike any other, and to give consumers the sunscreens they need,” said Lisa Perez, Marketing Director, Suncare at Bayer. “Our Whipped line meets all of the criteria. We pride ourselves on our long heritage of expert sun protection, starting with the introduction of today's SPF system and introducing entirely new forms that meet the evolving needs of our consumers.”

Additional 2017 Launches

Alongside the new Coppertone® Whipped launches, consumers will see additional new products from Coppertone on shelves this year:

- Coppertone® WaterBABIES® Pure & Simple Free Sunscreen provides trusted, broad-spectrum protection and is free of fragrance, parabens, PABA and dyes,



perfect for protecting precious skin from the sun every day with a light, non-irritating formula.

- Coppertone® Sport® Stick SPF 50 and Coppertone WaterBABIES® Pure & Simple Stick SPF 50 offer the same broad-spectrum protection for athletes and babies, now with new and improved formulas as well as wider and easier-to-use packaging that makes sunscreen portable and application mess-free.
- Coppertone Sport® Lip Balm SPF 50 delivers quick, convenient sun protection with a new formula, which helps moisturize lips with aloe and Vitamin E while providing broad spectrum protection.

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

About Bayer

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 2015, the Group employed around 117,000 people and had sales of EUR 46.3 billion. Capital expenditures amounted to EUR 2.6 billion, R&D expenses to EUR 4.3 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 bayer.us.



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Forward-Looking Statements

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