

A CLEAR PURPOSE



PURPOSE

We empower people to make a positive difference to their health and wellbeing



VISION

To be a high-performing consumer healthcare company, built on a portfolio of leading, trusted and proven brands

WHERE WE WILL FOCUS

Helping Damaged Skin

Supporting Healthy Ageing

Other High-Performing Brands

Core Priority Markets

HOW WE WILL WIN – 4 STRATEGIC PRIORITIES

[Read more on page 18](#)



BRAND GROWTH



COMMERCIAL EXECUTION



STRATEGIC SUPPLY PARTNERSHIPS



ORGANISATIONAL AGILITY

UNDERPINNED BY OUR VALUES

[Read more on page 06](#)



Performance



Realism



Accountability



Integrity



Skill



Entrepreneurship

SUPPORTED BY OUR SUSTAINABILITY STRATEGY

[Read more on page 28](#)



PEOPLE



PLANET



PRODUCT