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# Over The Counter, 8 November 2021: What's Next For The Global Self-Care Movement? With Bayer Consumer Health's Daniella Foster

by [David Ridley](#)

In this episode, HBW Insight chats with Bayer's Daniella Foster about the emerging self-care movement. Foster is global vice president and head of public affairs, science & sustainability for Bayer Consumer Health. We deep dive into what is driving the self-care movement and some of the challenges industry faces in building this movement in a purposeful way as we come out of the pandemic.

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[\*GSCF Calls For WHO-Backed Global Self-Care Agreement\*](#)

[\*Five Must-Know Things About The UK's Digital Self-Care Revolution\*](#)

[\*Over The Counter, 25 October 2021: Building A Global Self-Care Movement With GSCF's Heiko Schipper\*](#)

[\*Over The Counter, 24 July 2021: Are We Ready To Self-Care? With GSCF's Judy Stenmark\*](#)

[\*Science-Backed Products, Better User Experience Sell Self-Care – Bayer Consumer Research Chief\*](#)

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