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25 Apr 2023 | **Interviews**

# Over The Counter 25 Apr 2023: Why Sustainability Is The Only Sustainable Business Model, With Bayer Consumer Health's Daniella Foster

by David Ridley

In this episode, HBW Insight catches up with Bayer Consumer Health's Daniella Foster, who leads the company's public affairs and sustainability work. Foster reports on Bayer's progress towards its net zero goals and also its Nutrient Gap Initiative, which aims to expand access to vitamins and minerals for 50 million people in under-served communities by 2030. Foster explains the business model behind sustainability, and how the company is expanding access to self-care products in other ways, for example via Rx-to-OTC switch. This episode also digs deeper into thorny sustainability issues like greenwashing and offsetting, with Foster offering sage advice to consumer health industry colleagues.

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*Bayer Wants Aspirin CVD Screening Tool To Reach 100m In US As It Plans International Roll-Out*

*Outlook 2023: Health, Beauty, Wellness Company Leaders Offer Views On Year Ahead*

*Astepro Launch And Strong Cold Season Boost Bayer In Q3*

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*GSCF World Congress: Environmental Sustainability In Consumer Health*

*Bayer Challenges Sustainability Buffs To Develop Packaging Alternatives*

*Bayer Invests €100m Into Making Consumer Heath Brands Sustainable*

*Consumer Health Industry Ideally Placed To Lead And Benefit From Climate Fight*

*Bayer Consumer Health Sees Going Green As 'Good For Business'*

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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*

*Over the Counter 9 June 2022: Reusable Packaging For Consumer Health Goods With Annika Greve*

*Over The Counter 11 April 2022: Sustainability In US And EU Cosmetics With HBW's Ryan Nelson*

*Over The Counter 10 Jan 2022: Greening The Global OTC Industry With Jurate Švarcaite*

*Over The Counter 20 Dec 2021: Navigating The UK Green Claims Code, with PHD's Jo Stephenson*

Over The Counter Theme Music

Warm Vacuum Tube by Admiral Bob (c)

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