

Aligned with the purpose that the Company pursues that is, to empower people to have excellent health and well-being, it is our responsibility to generate a relationship of trust and connect with the consumer through our brands and through honest communication, guaranteeing clear information at all times about the use, benefits, ingredients, innovation and launches of our products.

We are committed to be completely transparent in disseminating information through traditional media, as well as on our websites, social networks, customer service phone numbers, points of sale, product labels, among others.

We seek to transmit to the consumer the value of our products, always being aware of their needs.

Our principles

- All of our communication must be legal, ethical, decent, honest and truthful.
- No type of communication and/or promotion should affect consumer confidence.
- Commercial advertising must respect human dignity and must not incite the promotion of any form of discrimination, based on ethnic or national origin, skin color, culture, social or economic condition, religion, gender, age, sexual orientation and/or disability.
- We indicate through clear communication the correct use of our products, without putting at risk consumers.
- Our commercial advertising must not contain without exception any visual representation or description of dangerous practices, or situations that undervalues safety or health.
- We comply with international and local regulations related to product advertising in the countries where we operate. Also, we voluntarily align to the best business practices codes.
- Our communication campaigns must comply with the principles of fair competition.
- Our communication campaigns must comply with the applicable legislation in regulatory terms, consumer protection and intellectual property.

Our communication

- We make honest and clear presentations of our brands; including its appearance, benefits, performance and ingredients that make up the product and its value, both in absolute terms and in relation to any competing product.
- We use the current product that is available to consumers.
- We are committed to develop a communication that fully complies with the medical and scientific aspects of our products.
- We do not use terminology and/or scientific vocabulary to suggest or mislead the consumer.
- Our commercial advertising must not contain statements or visual representations that could confuse consumers about the environmental aspects or advantages of our products, nor about the actions taken in favor of the environment.
- Our environmental statements must be clear about their purpose whether it is about the product, a specific component of the product, its packaging or a specific component of the packaging.

Our audience

- We will take special care with commercial advertising that presents babies, children or adolescents.
- Our advertising is not directed to children.
- We guarantee the interactions with our consumers, as well as with health professionals, are always with an ethical sense.
- When personal data is collected from any individual, their privacy must be carefully respected and protected in compliance with applicable rules and regulations.

This declaration is aligned with our Code of Conduct and Ethics, this will be reviewed annually and will be communicated to all members of the organization, with the ultimate goal of promoting responsible and correct behavior in terms of communication and content generation, among our collaborators and for stakeholders.



Jorge Luis Brake Valderrama
CEO
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