

OBJECTIVE

Establish a relationship of trust and genuine connection with consumers through our products and brands by means of honest and responsible communication. We ensure clear information at all times regarding the use, benefits, ingredients, innovations, and launches of our products.

We are committed to being fully transparent when disseminating information via radio, television, websites, social media, call centers, points of sale, product labels, and more. Likewise, we seek to convey the value of our products with full awareness of consumer needs.

SCOPE

This policy has global reach and applies in all countries where Genomma Lab Internacional, S.A.B. de C.V. operates, along with its affiliates, subsidiaries, and stakeholders. Its application is complementary to existing local laws in each country. In case of conflict between this policy and local regulations, the local legislation will prevail.

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1.- DEFINITIONS

Capitalized terms in this document shall have the meanings assigned herein. Terms used in the singular also apply in the plural, and vice versa.

CONCEPT	DEFINITION
Communication Campaign	A set of coordinated actions and messages to promote, inform about, or position a product or brand, distributed through communication channels.
Human Dignity	The inherent value of a human being by virtue of being rational and endowed with freedom.
Discrimination	Differential and unequal treatment of a person or group in social life based on one or more categories—whether real, attributed, or imagined—such as ethnicity, gender, age, or social class.
Valid scientific evidence	Information from reliable, verifiable scientific studies that supports claims regarding the safety, efficacy, performance, or benefits of a product.
Responsible Advertising	The practice of communicating truthfully, fairly, transparently, and respectfully, in compliance with current regulations and ethical principles.

2. GUIDING PRINCIPLES

- Our communication must always be legal, ethical, decent, honest, and truthful.
- No communication or promotion action should compromise the public's trust.
- Advertising must respect human dignity and not promote any form of discrimination based on ethnicity, skin color, culture, socioeconomic status, religion, age, gender identity, sexual orientation, or disability.
- We clearly communicate the proper use of our products, avoiding any risk to users.
- Our advertising must not depict or describe dangerous behavior or situations that jeopardize health or safety.
- We comply with advertising regulations in each country where we operate and voluntarily adhere to the ethical codes of industry associations to which we belong.
- Campaigns must respect principles of fair competition, consumer protection laws, and intellectual property rights

3. OUR COMMUNICATION

- We present our brands and products clearly and honestly, including appearance, benefits, performance, ingredients, and value.
- We use the product in our campaigns as it is available to the public.
- We base our communication on valid scientific evidence, in compliance with national and international regulations for over-the-counter medicines, personal care, and nutritional products.
- We avoid using terms that may mislead.
 - We use promotional materials only after formal review and approval according to current procedures—materials must be used as approved and targeted to the appropriate audience.
 - Claims of environmental benefits must be supported by scientific evidence and clearly specify whether they apply to the product, its components, or packaging.
 - We do not offer medical recommendations. If asked, individuals are directed to a healthcare professional.
 - Our medical representatives receive scientific training on the products and the conditions they address, ensuring the reliability of information provided to healthcare professionals.

4. OUR AUDIENCE

- Interactions with consumers and healthcare professionals must be ethical and truthful. Promotional, informational, or educational activities toward healthcare professionals must adhere to ethical guidelines and be based on valid evidence.
 - o We provide open, honest information in compliance with regulations.
 - o We support the quality, safety, and effectiveness of our products.
 - o Our strategies are based on valid evidence.
 - o We do not offer improper incentives to promote prescription or indiscriminate use of products.
- We pay special attention to the representation of children and adolescents. Their portrayal must be appropriate and protected.
- We do not target children with advertising.
- In collecting personal data, we ensure compliance with applicable privacy regulations.
- We encourage consumers to report any adverse reactions, questions, or concerns related to our products via available contact channels.

5. FORMAL CONTROLS AND APPROVALS

All communication material, whether advertising or promotional, must undergo formal review and approval before dissemination. This process is carried out by specialized areas ensuring compliance with medical, scientific, legal, regulatory, ethical, and environmental aspects. Internal procedures with defined approval steps and traceability mechanisms will be established.

6. DIRECT-TO-CONSUMER COMMUNICATION

Genomma Lab Internacional is committed to applying rigorous criteria in all consumer-directed communication:

- Alignment with sanitary authorization in each country, as well as available scientific information.
- Visible and clear legal warnings, which may include contraindications, possible adverse effects, warnings, or precautions.
- Balanced information that reasonably reflects both benefits and precautions.

This approach aims to strengthen consumer trust and align our practices with international standards for responsible health and personal care advertising.

7. FEEDBACK AND COMPLAINT CHANNELS

Any questions, comments, or possible breaches of this policy should be reported to the Corporate Ethics Committee.

This policy aligns with our Code of Conduct and Ethics. It will be reviewed annually and communicated to all employees to promote responsible conduct in content creation and institutional communication.



Marco Sparvieri
Director General
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