

Why Tylenol & BAND-AID are Focused on Women's Wellness



QUIRKS New York, July 2025



Senior Research
Director, buzzback



Global Essential
Health Innovation



Why is women's wellness important?



The Wellness Industry: Fragmented solutions; unfulfilled aspirations

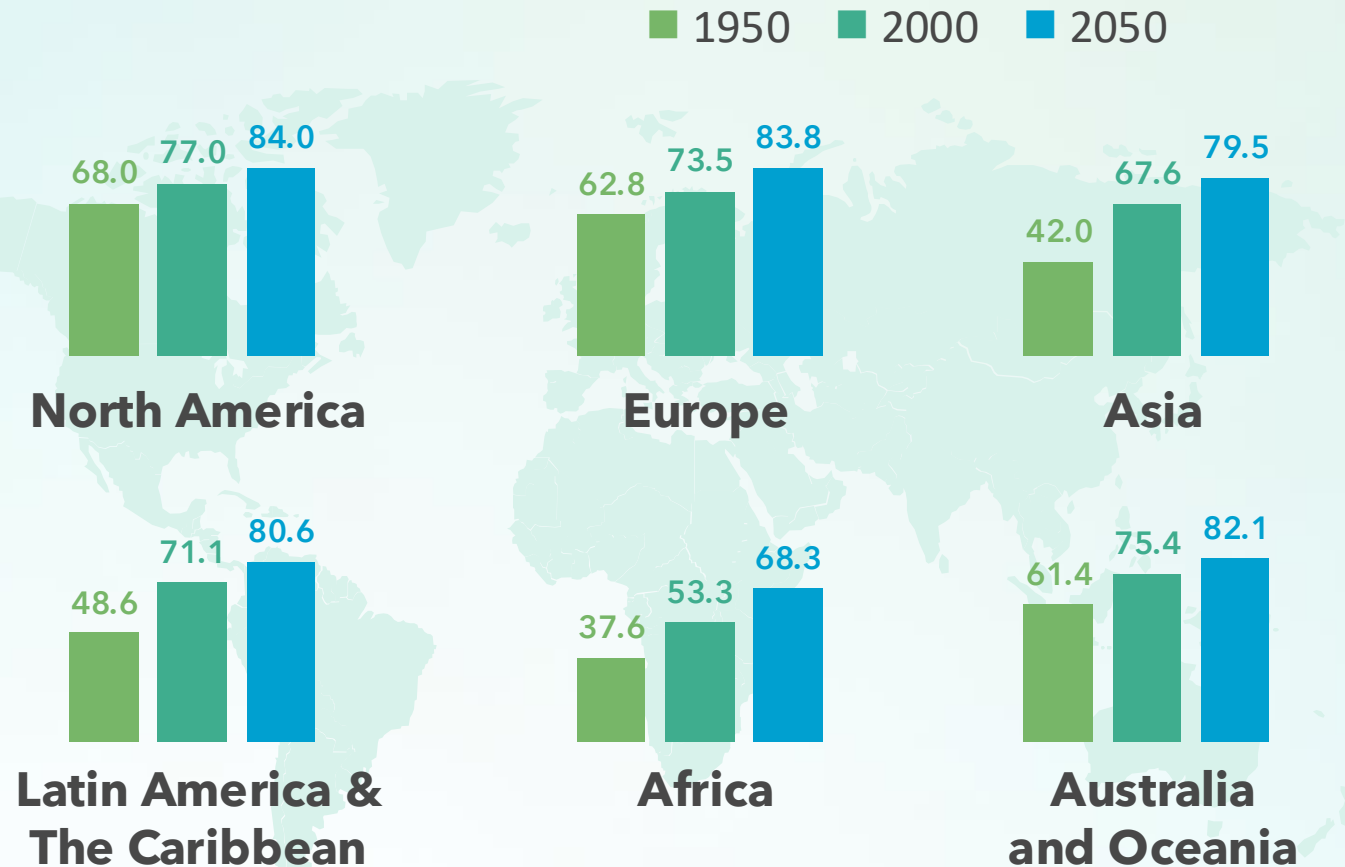
\$6.3trillion
industry

11+
Sectors

Focus has
been on
solutions

But very few
deliver on
promises and
aspirations

As Women Live Longer, Their Needs Evolve—Are We Listening?



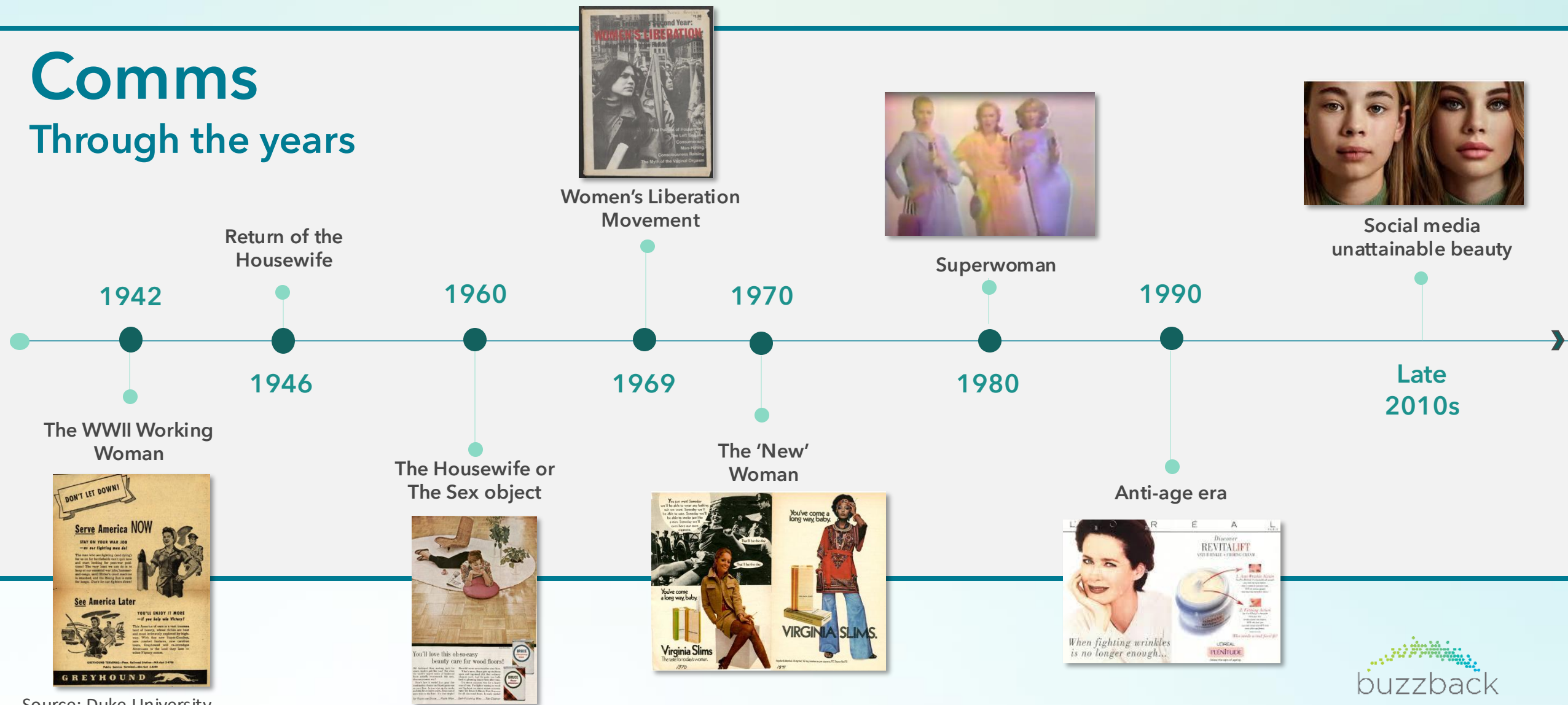
25%

MORE time in
'poor' quality of
health vs men



Women aren't one-dimensional. Narratives shouldn't be either

Comms Through the years



To anticipate needs: See the person - not just the problem

Empathize



Rethink



Maximize



"Knowing what you don't know is often the first step toward developing expertise"

Adam Grant. Think Again, the Power of Knowing What You Don't Know

Our Approach

Who we talked to



1900N

~580N US/UK, ~750N DE

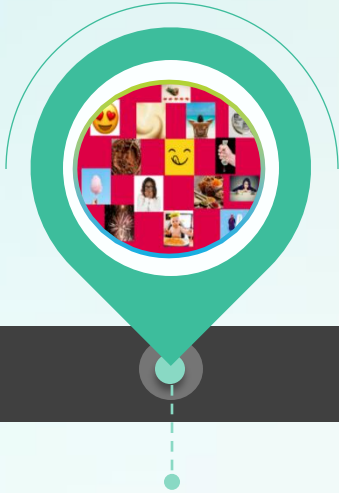


Balanced:

**Gen Z, Millennials,
Gen X, Gen Jones, Baby Boomers**

Our Blended Research™

Integrating qualitative and quantitative techniques into the same study to get at the what and the whys



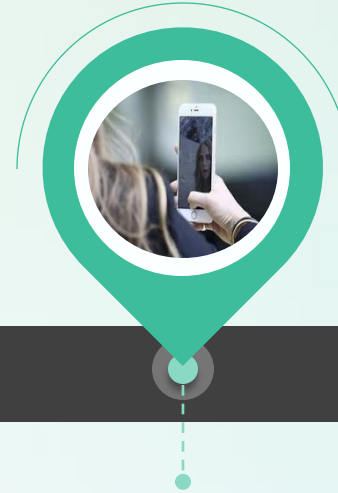
eCollage™

- Understanding wellbeing



Combination of Qual & Quant techniques

- To understand the what and the why



Videos

- To bring their voice to life



Social & Digital Analytics

- To harness consumer opinion and market trends



eCollage™ Technique to surface emotions



First, we would like you to be a little creative and have some fun! Please create a vision board that illustrates your aspirations, motivations, or concerns when it comes to your wellbeing. We are interested in any thoughts, emotions, or word associations that help define your wellbeing.

These can be both positive and/or negative associations, and feel free to use as many images in your vision board as you see fit.

When creating your vision board, please try to think about the following:

- How do you define wellbeing?
- What emotions do you feel when thinking about your wellbeing?
- What are your aspirations? How do these compare to where you are now?
- What kinds of activities or actions do you do to help achieve them?

Let's get started! Click 'Start' to begin.

What We Learned

Wellbeing is multidimensional

EMOTIONAL



Wellbeing is strongly tied to feeling **stress free, at peace**, relaxation and a sense of **balance**. **Safety**, stability and wanting to feel **carefree** also feed into it.

FUNCTIONAL



It is also about practical steps to be healthy such as **exercise**, **eating healthy** and getting **enough sleep**.

Wellness journeys are as diverse as women themselves

GEN Z & MILLENNIALS

Mental health has a strong impact on wellbeing. Balancing **self-care** and **regular exercise** indicates a **more holistic and proactive approach**.

It's especially important for them to **set goals** and continuously check in. This helps **ease stress** and **improve satisfaction** with their current wellbeing.



GEN X

Describe wellbeing in terms of **striving for balance** and a sense of **freedom**.

They are more likely to say they **feel stuck** or are **dealing with health issues**.



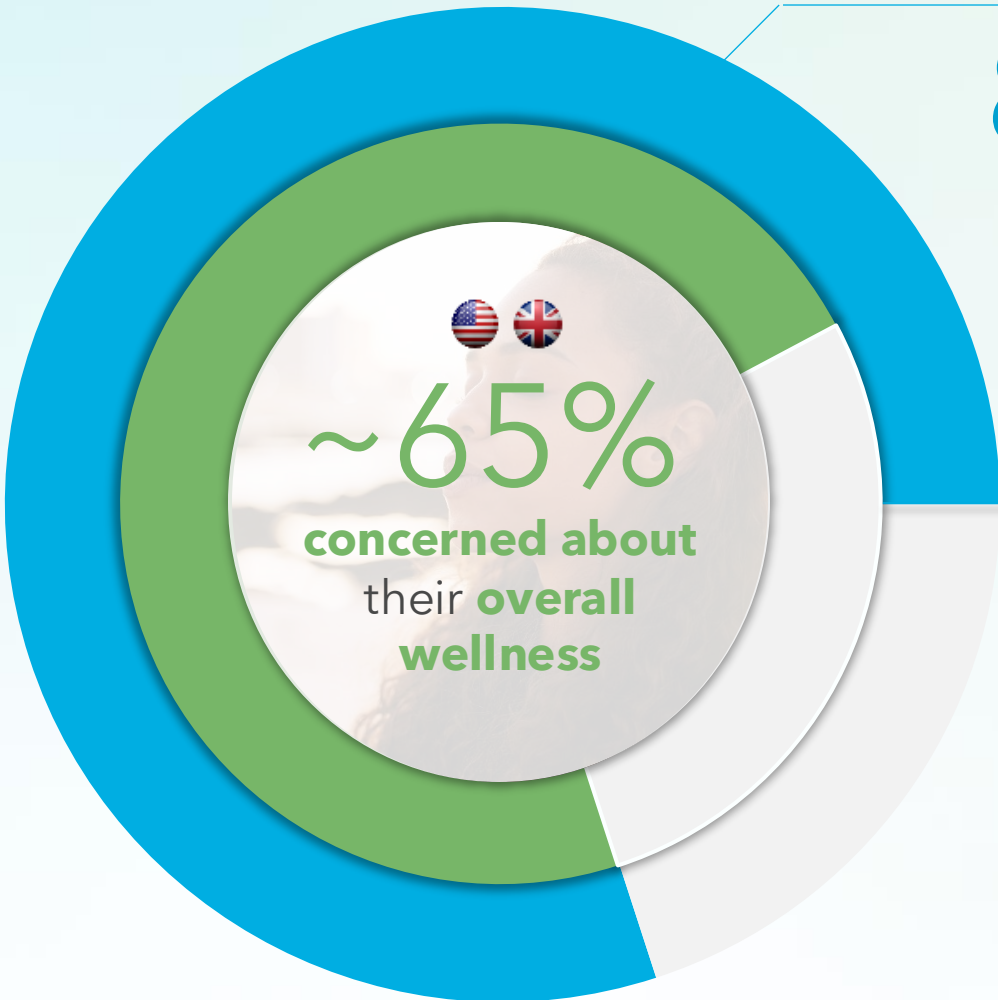
GEN JONES/BOOMERS

More likely to mention taking up **hobbies** such as gardening and painting and **spend time in nature**, at the beach.

Wellbeing is about **enjoying life in the best physical condition** so they can spend **time with family** while having a sense of **independence** and **self-love**.



She's ready to invest—If brands can deliver



8 in 10

actively taking
steps to achieve
better wellness



~54%

Are **sceptical** about the
effectiveness of many
wellness products and
services



 = especially strong for the referenced country

A woman with long dark hair and a young boy are looking down at a small potted plant together. The woman is on the left, wearing a dark top, and the boy is on the right, wearing a light-colored shirt. They are both smiling and appear to be in a garden or a sunny outdoor area. The background is slightly blurred, showing some foliage and a building.

In moments of distress

She remembers how a brand
makes her feel

Brands that *really* care
empower consumers to **take
control of wellness**

...plus trigger trust & comfort to
win hearts and wallets

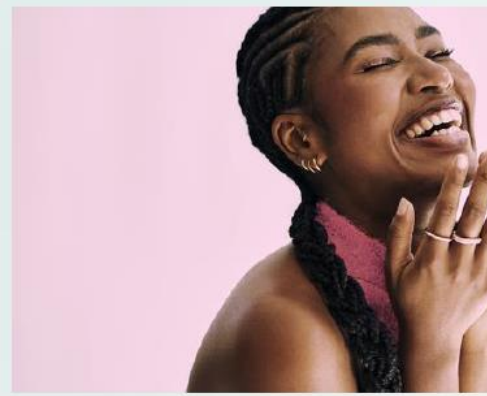
And stand out to **build credibility**

Stories evoke connections with
identity & purpose



Now Let's Take a Closer Look at Why Kenvue Plays Here

Becoming the undisrupted global leader in consumer health





The Power of Our Brands

Consumer
Love

&

Unbeatable
Efficacy

Benadryl[®]

RHINOCORT[®]
ALLERGY
SPRAY

ORSL[®]

Neutrogena[®]

Johnson's[®]

TYLENOL[®]

Motrin[®]

ZARBEE'S[®]
INSPIRED BY NATURE

DR.CI:LABO

LISTERINE[®]

nicorette[®]

ZYRTEC[®]

OGX[®]

Aveeno[®]

BAND-AID[®]
BRAND ADHESIVE BANDAGES

buzzback

**Realize the
extraordinary
power of
everyday care**





Insights-Led Innovation

Bigger
Bolder
Faster



How our brands leverage emotion to drive relevance

FUNCTIONAL FOCUS

Superior Science

LISTERINE[®]

EMOTIONAL OUTCOME

**Live free from oral
health diseases**

Expert Recommended

TYLENOL



Feel cared for

Insights-Led Innovation

BAND-AID[®]
BRAND ADHESIVE BANDAGES

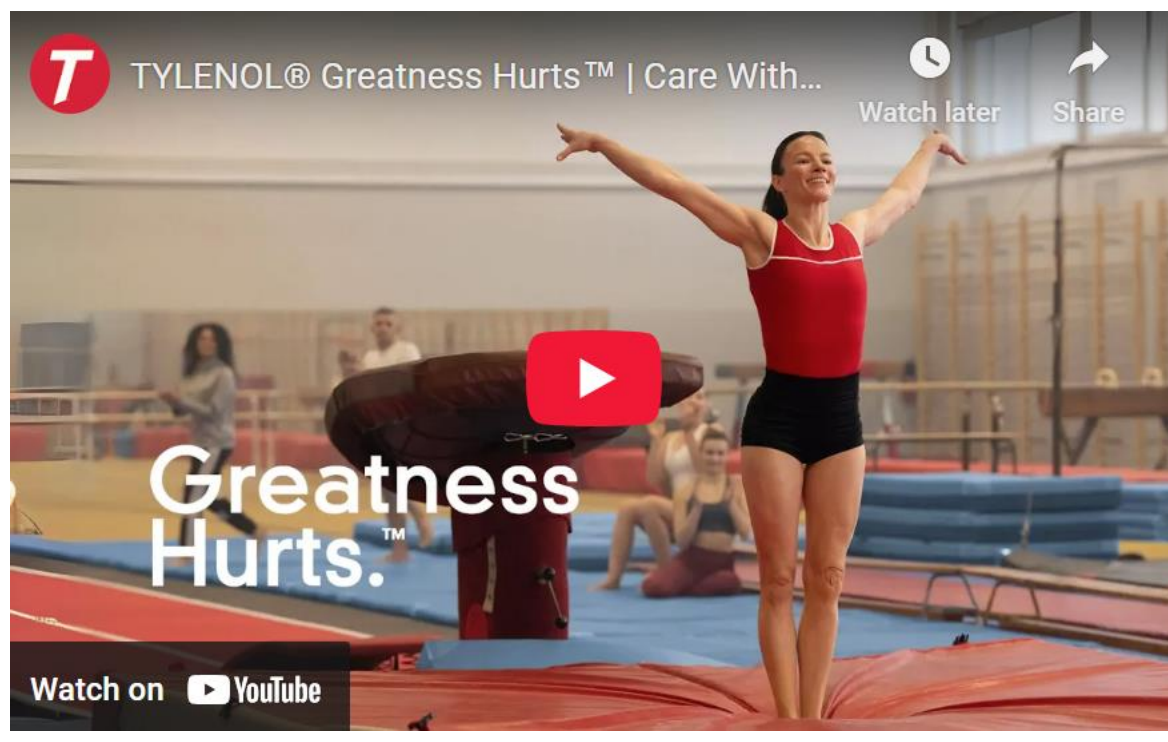


Feel nurtured

Tylenol has a broad portfolio of brands



Driving emotion through safety and making me feel good & 'cared for'



Care without limits

Caring and healing





Celebrating 50 years

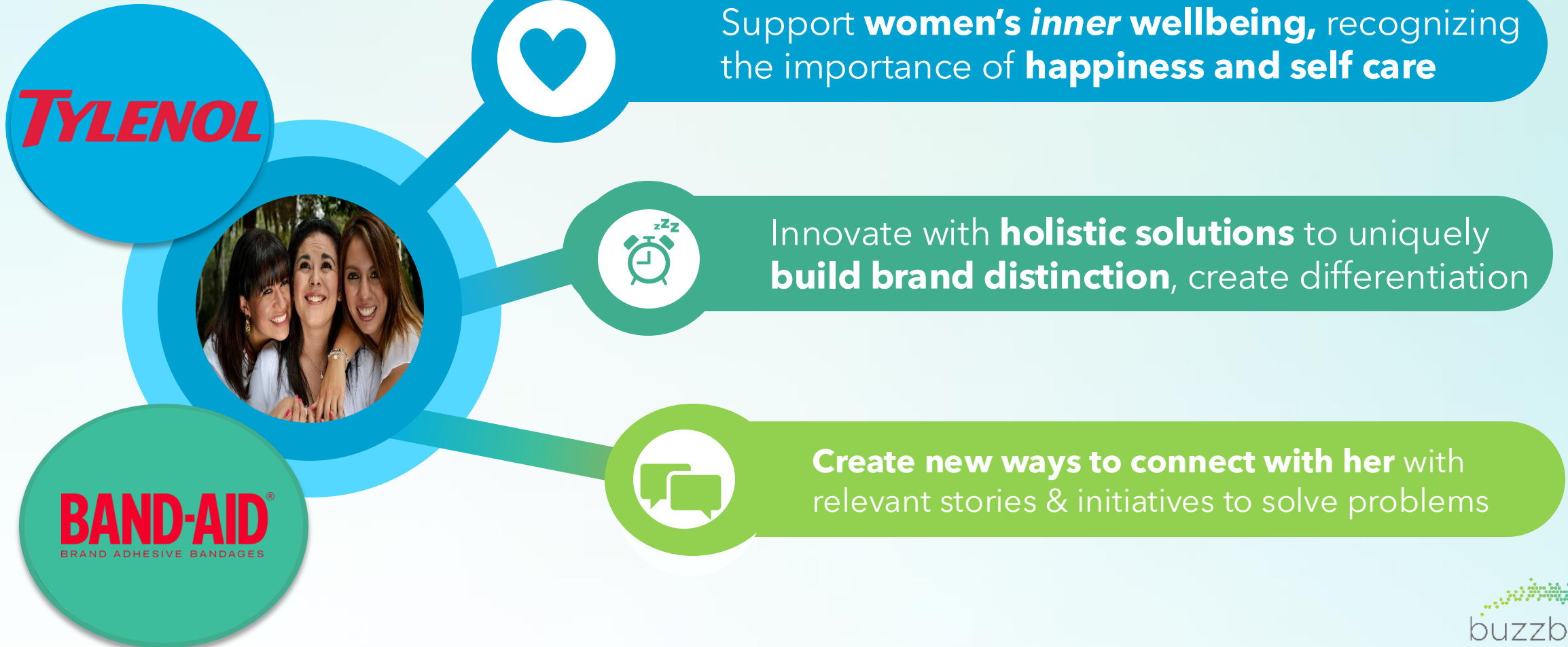




So what?

In moments of vulnerability, brands can either connect—or be forgotten

Communications, products, and services should...



**When you take care of every day
tomorrow can be anything**



Q&A

Visit us at Booth 521

**Win an Oura ring or the
latest spice blend!**

