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News Release

Helping consumers better manage their aging journey

Bayer launches new healthy-aging ecosystem for consumers

- Ecosystem includes scientifically formulated cell health support dietary supplement from One A Day® with a wellness companion app and biological age test brought to consumers by Chronomics
- Marks the first holistic offering from Bayer's new Precision Health business unit

Basel, Switzerland, September 4, 2024 – Combining a scientifically formulated dietary supplement, a leading-edge wellness companion app, and a saliva-based biological age test by Chronomics, Bayer is taking a big step in the emerging healthy-aging space by offering consumers new tools to help them support their healthy-aging journey with its new Age Factor™ ecosystem.

The ecosystem approach is designed to go “beyond the pill” by addressing key consumer needs at multiple steps in their health journey from awareness, education, and engagement to assessment and action. Powered by digital tools, the goal is to help consumers make smarter, more informed decisions about their own health.

“Precision health is making self-care even more consumer-centric,” said Julio Triana, president of the Consumer Health division of Bayer. “Our aging journeys are unique to us all and new digital tools are enabling offerings to be more tailor made. With this multifaceted approach, we are educating and enabling consumers to make informed decisions about their self-care in new and exciting ways.”

One A Day® Age Factor™ Cell Defense

As people age, their cells naturally become less effective at managing everyday stressors. Cellular or biological age – how a person’s cells are aging – may not always match one’s chronological age. Research suggests that genetics contributes only about 20% to the cellular aging process, with lifestyle (diet, exercise, stress) playing a large role. One A Day® Age Factor™ Cell Defense has key ingredients to help support consumers' cellular health and resilience as part of their healthy aging journey.

“The healthy aging space can be a confusing one for consumers with countless products making big promises,” said Abbie Lennox, Head of Regulatory, Medical, Safety, Quality and Compliance for Consumer Health at Bayer. “That’s why we took a science-led approach that focuses on the holistic factors that impact cellular age by equipping consumers with a product containing a key ingredient that helps defend against oxidative stress along with personalized recommendations and insights to best chart their own course.”

Designed to provide holistic support along their healthy aging journey, the Age Factor™ ecosystem includes a dietary supplement, a wellness companion app, and a Chronomics biological age test to measure and track personal progress over time.

- The Age Factor™ wellness companion app provides valuable insights and lifestyle recommendations based on a person’s current habits while tracking progress over time.
- The Chronomics biological age test is a simple and convenient way to measure biological age through a non-invasive saliva test. Once sent to the lab, the sample will be analyzed and results received within weeks.

Benefit claims for Age Factor Cell Defense supplement have not been evaluated by the U.S. Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Precision Health

Technology advancements have enabled a wave of new digital products such as diagnostics, apps, and therapeutics to help consumers better manage their health. An

analysis conducted for Bayer found over 80 percent of consumers globally already demand greater healthcare personalization and precision consumer health products will make up 10-20 percent of the total consumer health market in 2030 worth an estimated value of \$20-40 billion.

Last year Bayer [launched a new business unit](#) focused on developing new precision consumer health products.

Scientific Resources for Reporters

A note to reporters: the following peer-reviewed studies might aid you in gaining background about the science of healthy aging. Bayer was not involved financially or otherwise in these studies and may not endorse all of the findings though we base the development of our products on the best available internal and external scientific research.

1. López-Otín C, Blasco MA, Partridge L, Serrano M, Kroemer G. Hallmarks of aging: An expanding universe. *Cell*. 2023;186(2):243-278.
2. Hamczyk MR, Nevado RM, Barettino A, Fuster V & Andrés V. Biological Versus Chronological Aging: JACC Focus Seminar. *J Am Coll Cardiol* 2020;75(8):919-930.
3. Jazwinski SM & Kim S. Examination of the Dimensions of Biological Age. *Frontiers in Genetics* 2019;10(263).
4. Ferrucci L, Gonzalez-Freire M, Fabbri E, et al. Measuring biological aging in humans: A quest. *Aging Cell* 2020;19(2):e13080.
5. Fitzgerald KN, Hodges R, Hanes D, et al. Potential reversal of epigenetic age using a diet and lifestyle intervention: a pilot randomized clinical trial *Aging (Albany NY)*. 2021;13(7):9419-9432.
6. Tan BL, Norhaizan ME, Liew W-P-P & Sulaiman Rahman H. Antioxidant and Oxidative Stress: A Mutual Interplay in Age-Related Diseases. *Frontiers in Pharmacology* 2018;9(1162).
7. Serreli G & Deiana M. Extra Virgin Olive Oil Polyphenols: Modulation of Cellular Pathways Related to Oxidant Species and Inflammation in Aging. *Cells* 2020;9(2).
8. Zuo L, Prather ER, Stetskiv M, et al. Inflammaging and Oxidative Stress in Human Diseases: From Molecular Mechanisms to Novel Treatments. *Int J Mol Sci* 2019;20(18).

About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. In line with its mission, "Health for all, Hunger for none," the company's products and services are designed to help people and the planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to driving sustainable development and generating a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2023, the Group employed around 100,000 people and had sales of 47.6 billion euros. R&D expenses before special items amounted to 5.8 billion euros. For more information, go to www.bayer.com.

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