Press Release.

Health information is everywhere. Clarity is not: Only 1 in 3 consumers confidently navigate the self-care journey.

France, November 24, 2026. Opella today announced the launch of **Clarity is Care**, its global health literacy program designed to help people better understand their health, make informed self-care decisions and act with confidence. The initiative is supported by findings from the Opella Health Literacy Barometer 2026, conducted with 13,000 consumers and 500 pharmacists, across 10 countries[1], revealing how much people know about their own health, and the gaps that prevent confident self-care.

Every day, millions of people make decisions about common health concerns, ranging from a sore throat or a headache to constipation and sleep troubles. This is self-care, and it depends on trusted health information. What's missing is the ability to understand this information, so people can manage their health confidently.

To address this health literacy gap, Opella's Clarity is Care focuses on building clarity in self-care through products, advertising and choices at the counter. The program is built on three interconnected pillars:

- Clarity in our products: simpler packaging, language and instructions.
- Clarity in our advertising: campaigns designed to build measurable understanding.
- Clarity at the counter: engaging with pharmacists to turn everyday health questions into confident conversations.

Through these three pillars, Opella commits to improving the health literacy of 50 million people every year and to collaborating with 200,000 pharmacists globally by 2030.

Clarity is Care is backed by results from Opella's Health Literacy Barometer, which finds that only 1 in 3 (35%) consumers can confidently manage the whole self-care journey, and the knowledge gap starts at the first step: fewer than 1 in 3 (29%) can identify both their symptoms and the condition behind them, such as telling hay fever from a cold. And it is not because information is unavailable. Health information is everywhere, yet clarity is not.

> **Marissa Saretsky, Chief Sustainability Officer, Opella.**
> "Clarity is Care is built on a simple belief: health information should not only be available, it should be credible and understandable. Through Clarity is Care, Opella is working with pharmacists, healthcare professionals, governments and public health organizations to make self-care information clearer and easier to navigate at every step of the consumer journey."

As ageing populations, growing chronic disease burdens, and General Practitioner shortages put pressure on healthcare systems, supported self-care has an important role to play in their resilience,

[1] Based on Opella's Health Literacy Barometer, which surveyed 13,000 consumers and 500 pharmacists across 10 countries through online interviews conducted in July and August 2026.

alongside prevention and pharmacists' expertise. Even after seeking information, only half of consumers (50%) say their initial understanding of their condition was fully correct. Younger adults are even more uncertain, with more than half of 18-24-year-olds (51%) starting their health journey knowing only their symptoms, but not the condition that is causing them. This is why expert support is so important: consumers are more confident making health decisions with a pharmacist (54%) than on their own (38%).

AI is also now a routine health resource, with consumers regularly turning to AI for health information and advice (31%). Yet the Barometer shows that consumer trust is still relational. Most people report doctors (52%) and pharmacists (44%) as building the most confidence when choosing a product. In fact, consumers trust pharmacists more than AI for reliable, accurate health information (67%). That is why Opella is committed to working along the whole self-care journey, from the information consumers find to the discussions they have with their pharmacist.

Through Clarity is Care, Opella aims to build the knowledge and confidence people need to take action on their health. Health in your hands. Self-care made simple. Clarity is Care.

Methodology.
The Opella Health Literacy Barometer 2026 is a first-of-its-kind global benchmark measuring health literacy across the consumer health journey. The study surveyed 13,000 consumers and 500 pharmacists across 10 countries through online interviews conducted in July and August 2026. The research was developed by Opella in partnership with Ipsos bva to identify barriers to confident self-care and track progress over time.

About Opella.
Opella is the self-care challenger with the purest and third-largest portfolio in the Over-The-Counter (OTC) & Vitamins, Minerals & Supplements (VMS) market globally. Our mission is to bring health in people's hands by making self-care as simple as it should be. For half a billion consumers worldwide – and counting. At the core of this mission is our 100 loved brands, our 11,000-strong global team, our 13 best-in-class manufacturing sites and 4 specialized science and innovation development centers. Headquartered in France, Opella is the proud maker of many of the world's most loved brands, including Allegra, Buscopan, Doliprane, Dulcolax, Enterogermina, Essentiale and Mucosolvan. B Corp certified globally, we are active players in the journey towards healthier people and planet.

Find out more about our mission at www.opella.com.

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