

Press Release.

Opella and Microsoft develop Lumen, an AI-powered platform that helps experts verify health content at scale.

France, 20 October 2026 - Opella is a global consumer healthcare company and the world's third-largest player in OTC (Over-The-Counter) and VMS (Vitamins, Minerals and Supplements), reaching around half a billion consumers worldwide.

Every day, we estimate that around 100 million pieces of health content enter the digital ecosystem, and at least half is incomplete, misleading or wrong. To scale credible health information, Opella created an in-house content factory (called *Wonka* internally), a generative AI content engine run on one principle: Human first. Human last. It started with a small team in Paris.

Today, it has six factories worldwide and more than 85 people, with more than 21,000 AI-generated assets available to marketers and engagement up around 50%. As content output grew 30-fold, compliance checks became the bottleneck. Together with Microsoft, Opella is building Lumen, an Agentic Content Verification Platform with 14 specialized agents.

They check each content created product claims, medical facts, sources, legal mentions and where to place it by type of content and publication channels, and explain every recommendation. Lumen flags what is compliant, what needs correcting and what requires human judgment. Human experts keep the final decision. Opella scales truthful content. Lumen scales trust.

Alberto Hernandez, Chief Growth Officer at Opella.

"AI is fundamentally changing the speed and scale at which we can create and deliver content. At Opella, we've already scaled our content production by 30x. But in healthcare, speed can never come at the expense of trust. That's why, with Lumen, we're using AI to help our experts review content faster and make better-informed decisions, while keeping human expertise and approval at the heart of the process. Because our ambition is not just to create more content, but to deliver more relevant, trustworthy and actionable health information to more people, faster."

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. Opella is a certified B Corporation™, reflecting its commitment to high standards of social and environmental performance.

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

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