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Over The Counter, 8 November 2021: What's Next For The Global Self-Care Movement? With Bayer Consumer Health's Daniella Foster

by [David Ridley](#)

In this episode, HBW Insight chats with Bayer's Daniella Foster about the emerging self-care movement. Foster is global vice president and head of public affairs, science & sustainability for Bayer Consumer Health. We deep dive into what is driving the self-care movement and some of the challenges industry faces in building this movement in a purposeful way as we come out of the pandemic.

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[*Over The Counter, 25 October 2021: Building A Global Self-Care Movement With GSCF's Heiko Schipper*](#)

[*Over The Counter, 24 July 2021: Are We Ready To Self-Care? With GSCF's Judy Stenmark*](#)

[*Science-Backed Products, Better User Experience Sell Self-Care – Bayer Consumer Research Chief*](#)

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