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# Over The Counter 25 Apr 2023: Why Sustainability Is The Only Sustainable Business Model, With Bayer Consumer Health's Daniella Foster

by [David Ridley](#)

In this episode, HBW Insight catches up with Bayer Consumer Health's Daniella Foster, who leads the company's public affairs and sustainability work. Foster reports on Bayer's progress towards its net zero goals and also its Nutrient Gap Initiative, which aims to expand access to vitamins and minerals for 50 million people in under-served communities by 2030. Foster explains the business model behind sustainability, and how the company is expanding access to self-care products in other ways, for example via Rx-to-OTC switch. This episode also digs deeper into thorny sustainability issues like greenwashing and offsetting, with Foster offering sage advice to consumer health industry colleagues.

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[Bayer Challenges Sustainability Buffs To Develop Packaging Alternatives](#)

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[Bayer Consumer Health Sees Going Green As 'Good For Business'](#)

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