

UNLEASHING SELF-CARE'S POTENTIAL

INTERNATIONAL SELF-CARE DAY

FORCES OF CHANGE

**AGING
POPULATIONS**

**LIFESTYLE-
RELATED
CHRONIC
DISEASES**

**OVERBURDENED
HEALTH
SYSTEMS**

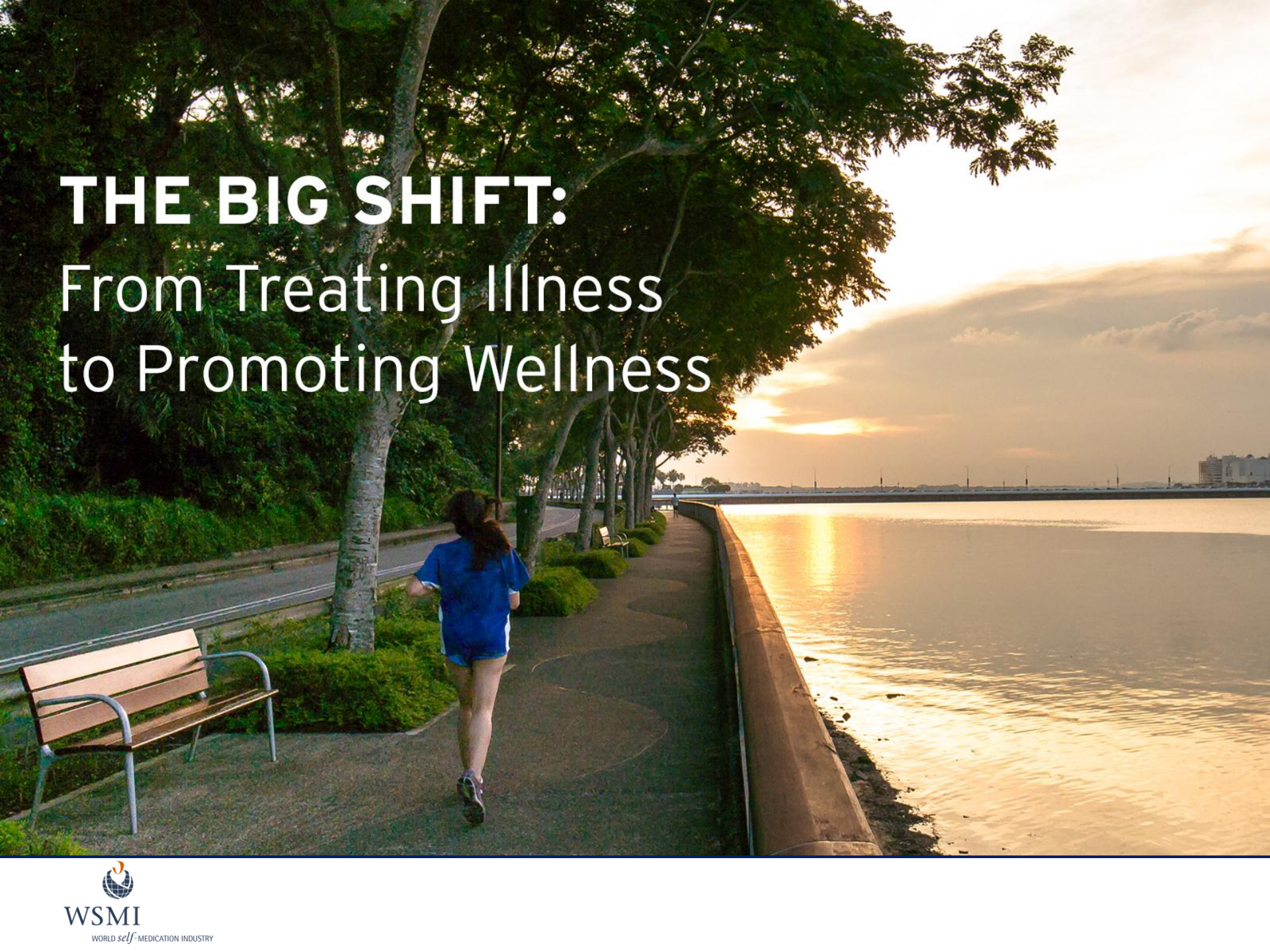
FORCES OF CHANGE

**CONSUMER
DEMAND**

**NEW
DISTRIBUTION
CHANNELS**

**RX-TO-OTC
SWITCHES**

**PAYER
SUPPORT FOR
SELF-CARE
MEDICINES**

A person in a blue shirt and shorts is jogging away from the camera on a paved path. The path is lined with large, leafy trees on the left and a low concrete wall on the right, overlooking a body of water. The sun is setting, creating a golden glow on the water and sky. A wooden bench is visible on the left side of the path.

THE BIG SHIFT:

From Treating Illness to Promoting Wellness

THE QUEST FOR HARMONY



A low-angle, action shot of several sprinters at the start of a race. The lead runner, a Black male, is in the foreground, wearing a green singlet and shorts with a white bib number 279. He is in a powerful starting stance, pushing off from his blue starting block with his silver and black running shoe. Behind him, other runners in blue and white, and yellow and white singlets are also in motion. The background shows a clear blue sky and a line of green trees.

UNLEASHING WSMI'S POTENTIAL



**LET'S
CREATE A MORE
SELF-CARING
WORLD!**