

## GS1 Use Case: NeutriCare – Enhancing Customer Engagement through GS1 2D Barcode Implementation



NeutriCare is a consumer healthcare brand offering practical, family-friendly protection solutions. Its flagship product, NeutriCare Mosquito Repellent Patches, provides natural, DEET-free protection using essential oils of citronella and lemon eucalyptus, making it suitable for both adults and children.

The product is available not only through online platforms but also in selected retail stores, pharmacies, and convenience outlets across Singapore, allowing NeutriCare to reach a wider consumer base through both physical and digital channels.

With increasing demand for safe and convenient protection especially for families and outdoor use, NeutriCare identified an opportunity to strengthen consumer trust, product education, and brand engagement directly through its packaging.



### Implementation Approach



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NeutriCare implemented the GS1 2D barcode (QR Code powered by GS1) on its mosquito repellent patch packaging.

- The QR Code is encoded with the Global Trade Item Number (GTIN), ensuring globally standardised product identification.
- When scanned, the code directs consumers to a digital product experience, enabling seamless access to product and brand information.

This approach transforms the product packaging into a direct communication channel between NeutriCare and its consumers across both retail and e-commerce touchpoints.

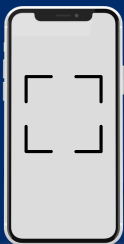
# Key Use Case: Customer Engagement



## 1. Direct-to-Consumer Digital Experience

By scanning the QR Code powered by GS1, consumers can instantly access:

- Product information, including ingredients such as citronella and lemon eucalyptus essential oils
- Usage instructions (e.g. how to apply patches on clothing or surroundings)
- Safety assurances (DEET-free, suitable for children and family use)
- Tips for mosquito protection during outdoor and travel activities



This ensures consumers receive accurate, brand-controlled information, whether they purchase the product in-store or online.

## 2. Building Trust through Transparency

The ability to provide detailed product information digitally allows NeutriCare to:

- Reinforce claims of natural and safe protection
- Educate consumers on how the product works
- Differentiate from competing products in retail environments where shelf comparison is common

This is particularly important in retail settings, where quick access to trusted information can influence purchase decisions.

## 3. Enabling Marketing and Consumer Interaction

The GS1 2D barcode extends beyond static packaging by enabling:

- Digital promotions and campaigns linked to the QR Code
- Consumer feedback collection and engagement
- Opportunities to drive repeat purchases and brand loyalty

This creates a continuous engagement loop, bridging offline retail purchases with online brand interaction.



## 4. Optimising Packaging Space

With limited packaging real estate on small consumer products, NeutriCare uses the QR Code powered by GS1 to:

- Shift detailed content (e.g. extended product information, FAQs, educational content) online
- Maintain required regulatory information on-pack while enhancing digital access
- Keep packaging clean and consumer-friendly



## Future Potential



While the current implementation focuses on customer engagement, the GS1 2D barcode provides a scalable foundation for:

- Batch or lot-level traceability
- Enhanced product authentication
- Integration with retail and supply chain systems

This ensures NeutriCare is well-positioned for future digital and retail developments.



## Conclusion

NeutriCare's adoption of the GS1 2D barcode (QR Code powered by GS1) demonstrates how consumer healthcare brands can bridge physical retail and digital engagement through connected packaging.

By enabling direct access to trusted product information and interactive content, NeutriCare enhances consumer confidence, supports informed purchasing decisions, and strengthens brand loyalty by positioning itself as a forward-looking brand in the evolving landscape of connected consumer products.

### About NeutriCare

NeutriCare is a Singapore-based consumer healthcare brand focused on providing safe, practical, and family-friendly protection solutions. Best known for its NeutriCare Mosquito Repellent Patches, the brand offers DEET-free products formulated with natural essential oils of citronella and lemon eucalyptus, designed to provide long-lasting protection suitable for both adults and children. NeutriCare products are available through e-commerce platforms as well as selected retail stores, pharmacies, and convenience outlets across Singapore. With an emphasis on safety, convenience, and ease of use, the brand aims to support everyday protection needs while building trust through quality and consumer-focused product innovation.

### About GS1 Singapore

GS1 Singapore is the local member organisation of GS1, a global not-for-profit organisation that develops and maintains international standards for business communication. GS1 standards—including barcodes and data-sharing frameworks—enable organisations to uniquely identify, capture, and share information across supply chains.

In Singapore, GS1 supports businesses across industries such as retail, healthcare, and logistics in adopting global standards to improve efficiency, traceability, and interoperability. Through initiatives such as 2D barcodes and digitalisation programmes, GS1 Singapore helps companies enhance supply chain visibility, meet regulatory requirements, and drive innovation in both physical and digital commerce.

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