



## **DETTOL PLEDGES 150,000 CARE PACKAGES TO SUPPORT NHS WORKERS KEEP HANDS AND HOMES GERM-FREE WHILST FIGHTING AGAINST COVID-19**

*Reckitt Benckiser's Dettol brand donates £1million in product and advertising space to support NHS and HM government in fighting the pandemic*

**Wednesday 15<sup>th</sup> April 2020:** Dettol, the UK's leading disinfectant brand\*\*, today pledges its support for those selflessly keeping the UK safe and healthy with aid including care packages for NHS staff who have been so dedicated to protecting others in the face of Covid-19.

In total, Dettol will provide £1m of aid to help support the NHS in the fight against Covid-19. As a brand which exists to protect through challenging perceptions about germs, the pledge will take the form of 150,000 Dettol product care packages for hospital workers and donated media space to support vital public health announcements driving crucial behavioural change and improved hygiene awareness.

From this week, the packages containing Dettol personal care wipes, hand sanitiser, antiseptic liquid and multi-purpose wipes will be distributed to workers in certain NHS hospitals in Hull, Nottingham and Chesterfield; the UK locations where Dettol was invented, is developed and is distributed from, before additional packages will be delivered to staff at other NHS hospitals across the country in coming weeks. With the purpose of protecting the protectors, Dettol aims to help NHS workers and their loved ones' combat germs on their hands and homes. The packages are being bundled by hand by volunteers at Dettol packing partner IPS.

Speaking of the initiative, Susan Egstrand, Regional General Manager Northern Europe; UK & Ireland at Reckitt Benckiser, said; *"We are proud to be providing NHS heroes with extra support at this time and hope our care packages help protect key workers and their loved ones. Dettol was first invented in the UK for midwives over 86 years ago, so we have always played a role in protecting the protectors. After receiving requests for our product from NHS workers who wanted to better protect themselves and their loved ones from germs at home, we felt compelled to act and hope our donation goes a small way to helping them feel safe, appreciated and protected at this time. We want to extend our warmest and heartfelt thanks to all those who are working exceptionally long hours under extremely challenging circumstances to protect the nation. I know everyone at Reckitt Benckiser feels so privileged to work for a company that is playing its part, however small, in this fight. I would urge all other businesses to do the same."*

Alongside the care packages, Dettol has turned over advertising space to HM government to support its vital public health communications driving people to do all they can to protect themselves and others from the virus. As a brand rooted in protection by driving germ and hygiene awareness, the donation will allow increased coverage of HM



government's 'Stay Home, Protect the NHS, Save Lives' public service messages on TV in an effort to get more of the public to become a protector by staying at home. The donation will be supported by a new social media campaign from Dettol, echoing HM government guidelines.

The initiative by Dettol joins the commitments made by holding company Reckitt Benckiser on 25<sup>th</sup> March to support the global fight against Covid-19 with its RB Fight for Access Fund. For more information on what Dettol is doing and for Reckitt Benckiser's wider initiatives, head to [www.rb.com](http://www.rb.com)

## ENDS

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### Notes to editors:

\*\* According to Nielsen MAT value share P52W to 21.03.20

### About Dettol

Dettol first started in hospitals 86 years ago, where it was used for cleaning and disinfecting surgical tools to protect mothers from illness after childbirth.

Ever since then, Dettol liquid has been trusted around the world as a reliable and effective method for cleaning wounds caused by cuts, bites, grazes, insect stings and for personal hygiene to help mums protect their families from harmful germs. Dettol products are safe to use on skin but also powerful enough to use for environmental germ-killing tasks. Use the products safely. Always read the label and product information before use.

Whilst Dettol started by preventing infection and sickness in hospitals in the UK, the brand's mission was always much bigger, aiming to keep people healthy by protecting families as part of their every-day lives in the home. Every year, Dettol pledges to do more for the health of families across the world - from going into schools to teach children the importance of hand-washing to providing starter kits to new mums to help them care for their new-born baby's hygiene.

### About RB

RB\* is driven by its purpose to protect, heal and nurture in a relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege, for everyone.

RB is proud to have a stable of trusted household brands found in households in more than 190 countries. These include Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite, Air Wick and more. 20 million RB products a day are bought by consumers globally.

RB's passion to put consumers and people first, to seek out new opportunities, to strive for excellence in all that we do, and to build shared success with all our partners, while doing the right thing, always is what guides the work of our 40,000+ diverse and talented colleagues worldwide.

For more information visit [www.rb.com](http://www.rb.com)

*\*RB is the trading name of the Reckitt Benckiser group of companies*