



## **UK'S LEADING DISINFECTANT BRAND<sup>1</sup> DETTOL PARTNERS WITH MAJOR UK RETAILER ASDA TO HELP REASSURE SHOPPERS NATIONWIDE WITH IN-STORE HAND SANITISER STATIONS**

*RB's Dettol brand remains committed to its mission '#KeepProtecting' and help the nation navigate the current climate by offering hand sanitisation solutions to shoppers in Asda stores\*.*

- **The much-loved brand has partnered with Asda and 694 of its stores to offer hand sanitiser through front of store stations**
- **Dettol hand sanitiser is proven to kill 99.9 percent of bacteria and viruses, including Coronavirus (SARS-COV-2)<sup>2</sup> and has been developed with the Dettol brand that has got 87 years of expertise and science based research behind it**
- **This partnership carries on the brand's mission to '#KeepProtecting' and help prevent the spread of bacteria and viruses, having provided hand sanitising stations to most of the London underground stations in partnership with TFL**
- **RB has also established partnerships with Hilton and Avis, and Dettol is providing solutions to 152 Hilton hotels and 93 Avis sites in the UK**

**23<sup>th</sup> October 2020, London:** As RB continues on its mission to protect, heal, and nurture in the pursuit of a cleaner, healthier world, today, RB is pleased to announce its partnership with major UK retailer, Asda, to provide free access to Dettol antibacterial hand sanitiser in stations placed on entry into store across high footfall stores nationwide for all shoppers for at least the next 12 months.

With sanitiser stations located at the front of the store, this partnership is helping Asda shoppers to sanitise their hands in an easily accessible way when out and about in store –and will act as a prompt to all such shoppers, that something as simple as sanitising your hands regularly, can help reduce the spread of bacteria and viruses.

Susan Egstrand, Regional General Manager Northern Europe; UK & Ireland at Reckitt Benckiser, says: *"It's never been more important to ensure we are sanitising hands at regular touchpoints throughout the day. Good hygiene is crucial to ensure we are taking care of ourselves and others. We have seen how the nation has come together to make these critical changes to our everyday behaviours so, by giving shoppers the additional opportunity to sanitise their hands with Dettol as they enter and exit Asda stores, we can provide another means of support on this journey and together, help prevent the spread of bacteria and viruses and help protect those around us, and our loved ones."*

From the 161,000 care packages Dettol donated to NHS frontline workers earlier this year to help support good hygiene practices of the 18 million people shopping in Asda stores each week<sup>3</sup>, Dettol is proud to partner with a major retailer to provide sanitisation solutions to all shoppers.

Sally Garwell, Senior Director Household & Pet at Asda, says: *"Ensuring Asda customers and colleagues can regularly sanitise their hands is an important matter to us. Since the COVID-19 outbreak, we have all had to adapt to the many changes made throughout the country and our initiatives are regularly reviewed in line with the Government guidance to ensure Asda stores are as hygienically clean as possible for both our colleagues and our customers, all the details of which can be found here: <https://www.asda.com/shopping-safely-with-asda>. The partnership with Dettol will enable us to ensure that all those who step foot in our stores know we are supporting them and doing our best to promote good hand hygiene practices."*

**NB Wearing a face covering in store is mandatory. Exemption applies. Please follow latest official guidelines: [gov.uk/coronavirus](https://www.gov.uk/coronavirus)**

**\*720 Dettol sanitisation stations will be available in 694 Asda supermarket and superstores in the UK.**

**ENDS**



- For further information please contact:  
[Alexandra.Everitt@hkstrategies.com](mailto:Alexandra.Everitt@hkstrategies.com)
- For more information on the full range of Dettol products available to buy in Asda, please check in store or visit: <https://groceries.asda.com/search/dettol>
- For more information on the Dettol brand, our products and information on SARS-COV-2 virus please visit: <https://www.dettol.co.uk/keep-protecting/>.
- For other information on RB, please visit: [www.rb.com](http://www.rb.com)

#### Notes to editors:

720 hand sanitiser stations will be filled and branded with Dettol hand sanitiser across 694 Asda supermarkets and superstores in the UK from October, 23rd 2020 for at least 12 months.

<sup>1</sup>According to Nielsen MAT value share to 05.09.20

<sup>2</sup><https://www.rb.com/media/news/2020/may/first-published-scientific-data-confirms-that-leading-hygiene-products-are-99-9-effective-against-sars-cov-2-virus-covid-19/>  
[https://www.ajicjournal.org/article/S0196-6553\(20\)30313-8/fulltext](https://www.ajicjournal.org/article/S0196-6553(20)30313-8/fulltext)

Coronavirus = Sars-Cov-2 virus

<sup>3</sup><https://corporate.asda.com/our-story/company-facts>

#### 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. Use the products safely, keep out of reach of children. Always read the label and product information before use. Whilst Dettol started by helping preventing infection and sickness in hospitals in the UK, the brand's mission was always much bigger, aiming to keep people sanitised as part of their every-day lives in the home. Every year, Dettol pledges to do more for families across the world - from going into schools to teach children the importance of handwashing 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*