

RB launches Planet Conscious product store on Amazon.co.uk

Wednesday 28 October 2020, London: RB (Reckitt Benckiser Group plc) today launches its first ever [Planet Conscious product store](#) on Amazon.co.uk. The store makes it easy for consumers to shop for more sustainable products from RB's portfolio. The product selection includes multiple household categories like dishwashing, surface cleaning, air care and laundry from global RB brands like Finish, Dettol, Airwick, Vanish, and Botanical Origins.

Arjun Purkayastha, Senior Vice President, eRB at RB said, "As we continue on our mission to protect, heal and nurture in the pursuit of a cleaner, healthier world, it's even more important for us to provide a one-stop-shop for our consumers to access our planet conscious products across our portfolio. The launch of RB's cross-brand store will enhance the experience for our consumers. Today is just the beginning and we look forward to adding more products as we continue to innovate."

About RB:

RB* fights 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

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