



## UK HELPED BACK ON ITS FEET AND ON THE MOVE BY LEADING DISINFECTANT BRAND<sup>1</sup> PROVEN TO KILL CORONAVIRUS<sup>2</sup>

*Reckitt Benckiser's Dettol brand is committed to help the UK 'get back to normal' through simple hygiene behaviours that show the little things we do, help to protect the little things we love*

- **As part of its 'Keep Protecting' ambition Dettol has partnered with Transport for London (TfL) to provide London Underground passengers with Dettol hand sanitiser across 270 stations**
- **Dettol hand sanitiser is proven to kill Coronavirus<sup>3</sup>**

**7th September 2020, London:** The UK's leading disinfectant brand<sup>4</sup> Dettol, has teamed up with TfL to provide free access to Dettol antibacterial hand sanitiser at all London Underground stations from this week.

This partnership is part of a wider ambition from the trusted brand to *keep protecting* the nation and reduce the spread of Coronavirus and other illness causing germs through simple, yet affective behaviour changes we can all continue to implement, at home and on the move.

### **Sadiq Khan, Mayor of London, said;**

*"I'm really pleased that TfL and Dettol have teamed up to provide hand sanitiser to Tube passengers across the network. It is vital that we all play our part in making public transport as safe as possible by using hand sanitiser points, wearing a face covering unless you are exempt, and travelling off-peak to enable better social distancing."*

### **Susan Egstrand, Regional General Manager Northern Europe; UK & Ireland at Reckitt Benckiser says;**

*"Part of 'getting back to normal' is adapting to our 'new normal'. Good hygiene is one of the foundations of good health and unlike any other time we have known before, our daily hygiene behaviours have the potential to directly affect the health and wellbeing of our loved ones and those around us. Creating opportunities – no matter how small – can reduce uncertainty and enable people to feel more in control."*

Dettol's 'Keep Protecting' ambition champions the simple things, regularly washing your hands when you come home from outdoors, keeping surfaces in your home disinfected and using sanitiser when out and about to help keep us safe and healthy, aiding the return to a more 'normal' life; meeting friends and family, going to restaurants, back to work and back to school.

Pre-lockdown, around 2 million people used the Tube on an average day in London<sup>5</sup>. Yet over the last six months, as we formed new 'lockdown habits' and have been restricted in all aspect of our 'normal' lives, the journeys and lifestyle choices we make have been anything but average. Dettol is committed to help get the nation moving – and part of that, providing reassurance across the London Underground network.

### **Susan Egstrand continues;**

*"We know that Dettol has a meaningful role to play in disinfection and helping limit the spread of the virus. We are incredibly proud to have partnered with TfL to ensure Londoners getting back on the move, can do so with sanitised hands through access to over 800 Dettol hand sanitiser units."*

*It may seem simple, but these small habits really are huge acts of care and protection in helping stop the spread of illness causing germs."*

The antibacterial product being dispensed to the public is Dettol's hand sanitiser gel, which has been proven to kill 99.9 per cent of bacteria and viruses, including Coronavirus (SARS-COV-2)<sup>6</sup>. This gel uses 62% ethanol (alcohol) as the germ disinfection active ingredient, which is in line with Public Health England and WHO recommendations.

### **Andy Lord, Managing Director of London Underground said:**



*"We want everyone using our services to be confident when travelling with us. It is great that we can work with Dettol to provide their hand sanitiser to our customers and promote the importance of keeping your hands clean.*

*"This partnership is testament to the many efforts made by our staff and passengers during the pandemic to help keep everyone sanitised. By working together, we can help get London moving again."*

This partnership is a continuation of Dettol's ongoing commitment to disinfection, having recently supported front line NHS workers with the delivery of over 150,000 donated Dettol care packages and championing the Government's 'Enjoy Summer Safely' campaign.

For more information on what Dettol, our products and advice on Coronavirus please visit: <https://www.dettol.co.uk/>. For wider Reckitt Benckiser's wider initiatives, head to [www.rb.com](http://www.rb.com)

**#KeepProtecting**

**ENDS**

**For further information please contact:**

[Alexandra.Everitt@hkstrategies.com](mailto:Alexandra.Everitt@hkstrategies.com)

**For more information on all Dettol products please visit:** <https://www.dettol.co.uk/keep-protecting/>

**Notes to editors:**

874 hand sanitiser units will be filled and branded with Dettol hand sanitiser across the London Underground network from 31<sup>st</sup> August.

<sup>1,4</sup>According to Nielsen MAT value share P52W to 21.03.20

<sup>2,3,6</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>5</sup> <https://www.london.gov.uk/your-commute>

**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 medicine 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 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 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*