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## **LIFEBUOY EFFECTIVE AGAINST COVID-19 CORONAVIRUS IN LABORATORY TESTS**

Lifebuoy is the first soap brand to confirm its liquid hand wash and alcohol-based hand sanitiser\* are over 99.9% effective against COVID-19 Coronavirus<sup>1</sup>. It is expected that this will also be proven for many more hand hygiene products.

Years of research have shown that regularly washing hands with soap and water, as advised by public health authorities<sup>2</sup>, is highly effective against germs. The initial test results, conducted at the internationally accredited Microbac Laboratories, further contribute to the years of research, and shows that a liquid hand wash and an alcohol-based hand sanitiser gel, sold by Lifebuoy in Asia, Africa and the UAE, can successfully inactivate the SARS-CoV-2 Coronavirus responsible for COVID-19.

Dr. Vibhav Sanzgiri, R&D Vice President for Skin Cleansing at Unilever, said: "The technology of these products, and how they work, is linked to the structure of the virus. Coronaviruses are enveloped viruses which contain an outer protective layer made of fatty molecules. The initial results provide scientific evidence that the products tested inactivate the COVID-19 Coronavirus<sup>1</sup>; this is done by disrupting the protective layer of the virus."

Samir Singh, Global EVP, Skin Cleansing at Unilever said: "The uncertainty we continue to face in this global pandemic is challenging for all of us. As we wait for a vaccine to be developed, soap continues to play a crucial role in tackling the spread of the virus. Our hope is that this scientific testing will help reassure people and encourage even greater adoption of hand washing and good hygiene habits, at a time when it has never been more important."

Lifebuoy runs the world's largest behaviour change programme to encourage hand washing. In response to the global pandemic, the brand has embarked on a public service campaign to remind people that hand hygiene and using any soap brand can help reduce the spread of infections. The brand has also donated over 20

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<sup>1</sup> All reference to Covid-19 Coronavirus refers to 'SARS-CoV-2'

<sup>2</sup> Visit the World Health Organisation website for more information:

<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public>

million products, including soap, hand sanitisers and antibacterial wipes to various organisations and initiatives around the world.

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**Notes to editors**

\* Lifebuoy products tested (packs may differ in individual countries; the examples below are from India):



**About Lifebuoy**

As a world leading health soap brand, Lifebuoy aims to make a difference by creating accessible hygiene products and promoting healthy hygiene habits.

First launched in the 1800s, Lifebuoy was introduced to fight the spread of cholera. The brand runs one of the world's largest handwashing behaviour change programmes, having reached over 1 billion people.

Handwashing with soap helps to save lives. Lifebuoy's 'Help A Child Reach 5' campaign aims to eradicate preventable deaths from diseases and illnesses like diarrhoea, by teaching lifesaving handwashing habits.

For more information, please visit: <https://www.lifebuoy.com/country-selector.html>

**About Unilever**

Unilever is one of the world's leading suppliers of Beauty & Personal Care, Home Care, and Foods & Refreshment products with sales in over 190 countries and reaching 2.5 billion consumers a day. It has 155,000 employees and generated sales of €52 billion in 2019. Over half of the company's footprint is in developing and

emerging markets. Unilever has around 400 brands found in homes all over the world, including Dove, Knorr, Dirt Is Good, Rexona, Hellmann's, Lipton, Wall's, Lux, Magnum, Axe, Sunsilk and Surf.

Unilever's Sustainable Living Plan (USLP) underpins the company's strategy and commits to:

- Helping more than a billion people take action to improve their health and well-being by 2020.
- Halving the environmental impact of our products by 2030.
- Enhancing the livelihoods of millions of people by 2020.

The USLP creates value by driving growth and trust, eliminating costs and reducing risks. The company's sustainable living brands are growing 69% faster than the rest of the business and delivered 75% of the company's growth in 2018.

Since 2010 we have been taking action through the Unilever Sustainable Living Plan to help more than a billion people improve their health and well-being, halve our environmental footprint and enhance the livelihoods of millions of people as we grow our business. We have already made significant progress and continue to expand our ambition – most recently committing to ensure 100% of our plastic packaging is fully reusable, recyclable or compostable by 2025. While there is still more to do, we are proud to have been recognised in 2018 as sector leader in the Dow Jones Sustainability Index and as the top ranked company in the Globescan/SustainAbility Global Corporate Sustainability Leaders survey, for the eighth-consecutive year.

For more information about Unilever and its brands, please visit [www.unilever.com](http://www.unilever.com).

For more information on the USLP: [www.unilever.com/sustainable-living/](http://www.unilever.com/sustainable-living/)