

# HOUSEHOLD

## New Launches



BATHROOM · DISHWASHING · MULTI-SURFACE · WIPES

EUROPE · JULY & AUGUST 2024

# New Launches

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## DM Denkmitt Sea Coast Toilet Cleaning Gel



Market: Germany

Denkmitt's Sea-Coast Toilet Cleaning Gel reliably protects the toilet from limescale and dirt buildup. The powerful and hygienic gel cleaner not only ensures sparkling cleanliness but also spreads a refreshing sea breeze scent.

## Rainett Toilet Gel with Marine Minerals



Market: France

Powerfully removes lime, urine scale and dirt even underneath the rim. Highly effective cleaning with sea minerals. Thoroughly removes malodour and leaves a fresh scent.

## Respekt WC Reiniger Lotus



Market: Germany

Zoflora Power Bathroom Cleaner in Caribbean Grapefruit & Lime scent. This powerful formula effectively eliminates 99.9% of bacteria and viruses while efficiently removing soap scum and limescale.

## kuno Lemongrass Dish Liquid



Market: Germany

Kuno's biodegradable Lemongrass dish liquid is free from microplastics and contains only naturally derived surfactants. The vegan formula has a neutral pH for the skin and features a nourishing effect with urea, making it ideal for sensitive and delicate skin.

## Sun All-in-1 Lemon



Market: France

A complete solution in a single tablet: the powerful SUN All-in-1 formula removes tough stains and ensures sparkling dishes every time. Effective even in short cycles.

## Pril Deo Perls



Market: Italy

Pril Deo Duo-Perls keeps a pleasant scent inside the dishwasher longer and leaving it fresh and clean. The exclusive Duo-Perls technology neutralizes the unpleasant odors inside the dishwasher releasing a double freshness from the first to the last rinse.



## Ekotipsets Mirakelmedel



Market: Sweden

Introducing Ekotipsets Favoriter Mirakelmedel, a miracle cleaning detergent with a refreshing raspberry scent. This distilled vinegar-based cleaning spray is perfect for tackling kitchen, bathroom, windows, limescale, and stains.

## Bio D Limescale Remover



Market: Germany

Bio D Limescale Remover Spray, a powerful cleaning solution that doesn't compromise on sustainability. Made with 100% naturally derived and ethically sourced ingredients, this eco-friendly product comes in a 100% recycled bottle.

## Flash Sparkling Home Spray Wipe Done Pink Tulips & White Jasmine



Market: UK

Flash Sparkling Home Spray Wipe Done in Pink Tulips & White Jasmine, part of the Country Garden edition and recommended by Mrs Hinch. This anti-bacterial spray is free from ammonia and comes in a bottle made with 50% recycled plastic, ensuring a fresh, clean home with a touch of sustainability.

## Dettol Antibacterial Multipurpose Cleaning Spray Pomegranate



Market: Europe

The fast-acting formula is clinically proven to kill 99.9% of bacteria. With 3x cleaning power, it effectively tackles kitchen grease, burnt-on food, and bathroom dirt. The Sparkling Lemon & Lime Burst fragrance refreshes the air, leaving your rooms invigorated and smelling fresh.

## The Lab Co. Energising All Purpose Cleaner



Market: UK

Discover the invigorating power of our energising antibacterial all-purpose cleaner, the ultimate solution for a spotless home. This multi-purpose cleaner delivers a natural antibacterial action, effectively killing common bacteria to keep your surfaces hygienic and safe.

## DM Denkmit Sea Coast All-Purpose Cleaner Spray



Market: Germany

Introducing the DM Denkmit Sea Coast All-Purpose Cleaner Spray, now available in a convenient 500ml pack. This versatile cleaner is ideal for tackling grease and dirt, delivering sparkling cleanliness throughout your home. It features a pleasant, fresh scent and is suitable for nearly all washable surfaces.

## Dettol Antibacterial Cleaning Surface Wipes



Market: UK

Dettol antibacterial cleaning wipes kill 99.9% of bacteria and viruses. Reduces Household Allergens: Use these antibacterial wipes to kill 90% of all allergens, including pollen particles and dust mites, to tackle dirt and stains.

## Zoflora Springtime



Market: UK

Bring the refreshing fragrance of freshly cut green leaves with the blossoming of new spring flowers into your home! Zoflora Biodegradable Antibacterial Multi-Surface Cleaning Wipes are a convenient format designed for quick, effective cleaning around your home or, on the go.

## Ultra Grime XXL Clothwipes





















Market: UK













XXL+ Clothwipes are designed to really get to grips with the daily grime. Bigger, wetter and stronger than regular wipes, they can be used more than once to deal with the biggest spills and toughest jobs you can throw at them.

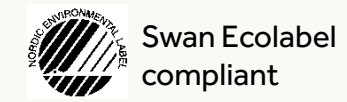
# OUR INNOVATIONS & TREND SETS

## Innovations that can elevate your scents

  <p>✓ Care more by using less</p>	  <p>✓ Biodegradable lasting effectiveness</p>	  <p>✓ Unique Captives</p>
  <p>✓ Care more by using less</p>	  <p>✓ Biodegradable lasting effectiveness</p>	  <p>✓ Headspace Technology</p>
  <p>✓ Repel Insects (on-skin)</p>	  <p>✓ Malodour Solutions</p>	  <p>✓ State of the art fragrances with benefits</p>

## Claims that align with current trends

 <p>Natural Fragrances</p>	 <p>Upcycled Ingredients</p>	 <p>Biodegradable Fragrances</p>
 <p>Clean Fragrances</p>	 <p>Responsibly Sourced Ingredients</p>	 <p>Suitable for Solid Formats</p>
 <p>Vegan</p>	 <p>Biotechnology</p>	 <p>Allergen Free</p>
 <p>Anti-microbial Ingredients</p>	 <p>Halal</p>	 <p>Wellbeing</p>







THANK YOU

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AROMAS