

HOUSEHOLD

New Launches

BATHROOM · DISHWASHING · MULTI-SURFACE

EUROPE · SEPTEMBER - OCTOBER 2024



New Launches

Zoflora Sweet Freesia & Jasmine Power Bathroom Cleaner



Market: UK

Combines powerful cleaning action with a pleasant Sweet Freesia & Jasmine fragrance. It is ideal for various bathroom surfaces, providing multi-surface cleaning while leaving a fresh scent

Mr Muscle Platinum Bathroom Mandarin



Market: UK

Mr Muscle Platinum Bathroom is tough on soap scum and gentler on you. Its new powerful formula removes 100% of soap scum and kills 99.9% of viruses and bacteria with no harsh smells.

Easy Platinum Thick Bleach



Market: UK

Specially formulated with 24hr germ kill, to eliminate tough stains and germs around the home.

Palmolive Grapefruit Freshness Dishwashing Liquid



Market: France

With 96% natural ingredients, a vegan formula, and a synthetic fragrance, it combines effective cleaning with environmental care. Its cold-active formula is designed to reduce energy use, while respecting aquatic life and ensuring a minimal environmental impact.

Seventh Generation Free and Clear Dishwasher Detergent Packs



Market: Germany

With Seventh Generation's Free and Clear Dishwasher Detergent Packs, you get a grease-fighting clean that's powered by plants and minerals and gets the job done right every time.

Somat Somat All-in-1 Gel Pronature Dishwasher Detergent



Market: Spain

The Somat All-in-1 Gel Pronature dishwasher detergent features a formula made with 80% naturally derived ingredients and contains 0% dyes, phosphates, and fragrances.

Flash Spray Wipe Hinged Cosy Season



Market: UK

Flash Christmas limited edition Multi Purpose Cleaning Spray is perfect for cleaning almost any hard surface in your home and get it ready for the holidays.

Dettol Multipurpose Cleaning Spray Aurora Glow



Market: UK

Dettol Multi Purpose Cleaner Aurora Glow, offers 10x cleaning power, effectively removing soap scum and tackling all types of soil. It kills 99.9% of bacteria and viruses, including enveloped viruses, while leaving behind a refreshing floral fragrance.

Zoflora Multi Purpose Disinfectant Cleaner Winter Spice



Market: UK

Zoflora Winter Spice Multi Purpose Cleaner with a warming fragrance, blending traditional festive notes of gingerbread and cinnamon on a creamy base of vanilla.

Frosch Orange Multi Surface- Cleaner



Market: Germany

The Frosch Multi-Surface Cleaner ensures streak-free cleaning on washable surfaces, leaving behind a fresh orange scent. It's an eco-friendly option known for its effectiveness and pleasant fragrance, in line with the brand's commitment to sustainability and environmentally conscious ingredients.

Marcel's Green Soap Lavender Rosemary Allesreiniger Spray



Market: Netherlands

Marcel's Green Soap Lavender Rosemary All-Purpose Cleaner Spray provides hygienic cleaning with a calming lavender and rosemary scent. This 100% vegan formula not only ensures a spotless home but also promotes a cleaner world and a better future. With its zero plastic packaging

Maia Parfait Bergamote & Romarin












Market: Germany













Maia Perfect Spray Nettoyant Parfait Bergamote & Romarin, made with 99.20% natural ingredients and certified by Ecocert, delivers ultra-healthy cleaning for complete peace of mind. Designed with sustainability in mind, it can be reused indefinitely with the Maia Spray Refill, offering an eco-friendly and effective cleaning solution.

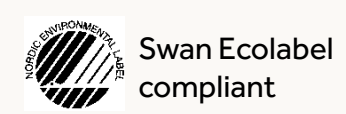
OUR INNOVATIONS & TREND SETS

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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