



HEALTH ▸ HYGIENE ▸ HOME



NEW



RECOMMENDED BY PEDIATRICIANS* FOR ULTIMATE PROTECTION FROM GERMS



KILLS 99.9% OF BACTERIA*

*When used as directed on hard surfaces

*Kills Salmonella enterica, Clostridium difficile, Influenza A Virus, B19V, Hepatitis B Virus, Type 1 and Respiratory Syncytial Virus on hard, non-porous surfaces in 4 minutes



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No. 1 disinfectant brand in the US with over 50% households using Lysol Products

Founded over 100+ years ago, constantly evolving with over 50 scientists working on the brand

Tested & Proven against Covid-19 virus

Kills 99.9% of illness causing Bacteria and Viruses



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SOFICOPHARM PHARMACEUTICALS S.A.E



Complete solution for all cleaning needs.

Multiple product segments available:



Disinfectant Sprays



Disinfectant Wipes



Toilet Bowl Cleaners (TBC)



All Purpose Cleaner Triggers (APC Triggers)



All Purpose Cleaner Pours (APC Pours)



Bathroom Cleaners



In The Bowl (ITBs)



Laundry Sanitizer



Liquid Handwash





Lysol

Competitors

Wipes



Clorox



Private Label

All Purpose Cleaner

Lysol

Competitors



Clorox



Seventh Generation



Clean Freak



Private Label

Disinfectant Sprays



Private Label



Microban



Seventh Generation

Pourables



Laundry Sanitizer



Clorox



Tide

TBC



Competition across segments (2/2)

In The Bowl

Lysol



Competitors



Bowl Fresh

Bathroom Cleaners





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1# Automatic dishwashing brand Worldwide

1# Recommended brand by DW Manufacturers

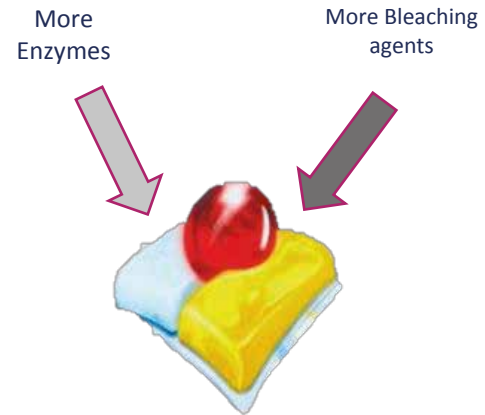
Continues to champion consumer relevant innovation

Finish three chamber technology tab, cleans degreases and shine delivering the best product performance



Superior chemical performance vs competition and reduced carbon footprint

Stronger Cleaning Power



Enhanced stain-removal & bleaching power to tackle tough stains like tea and pasta

Improved Material care Technology



Improved glass corrosion prevention technology for material care benefit

Superior Shine



New formula to deliver superior shine over competition



Finish Portfolio

Detergent Tiers



Finish
Powders

All in 1 tabs

All in 1 Max (tabs & gel),
including 0%

Quantum
Max

Quantum
Ultimate

Dishwasher Additives



Dishwasher salt



Dishwasher cleaner



Rinse aid



Glass protection



Freshner



Competitors



NEW

LIFT YOUR MOOD

WITH AIRWICK ESSENTIAL MIST



EASY TO INSERT
ESSENTIAL
OIL REFILLS



1# brand in liquid electricals and auto sprays worldwide

2# brand world-wide in Air care

Available in +80 countries

+70 experience in fragrance inspired by nature



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Product Segments (2/1)

AEROSOLS



ESSENTIAL MIST



CANDLES



WAX MELTS



CAR RANGE



Product Segments (2/2)

FRESHMATIC



LIQUID ELECTRICALS



V.I.POO



SLOW RELEASE



Competitor Landscape

Air Care Main Players



#1 (in US) **Gadget and Refills** **Kits**

Liquid Electricals

43% Subsegment Share

Burning

Candles **Wax Melt**

Instant Action

Premium **\$1/Budget**

Car

Placed on Air Conditioner Vent **Electric plug-in**

Slow Release

Cones **"Small Places"**

Auto Spray

Kit **Gadget and Refills**

Mist Diffuser **Launched in 2018**

TRY OUR OTHER NATURE-INSPIRED FRAGRANCES



CLOTHES
LIVE
LONGER
WITH
VANISH



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1# Stain removal brand globally : 1.4£Bn+ Sales across the world

Presence in +70 countries

Effective stain removal without chlorine/bleach

Ranked amongst the top 30 meaningful brands in the world



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SOFICOPHARM
PHARMACEUTICALS S.A.E

A unique product powered by the Air that we breathe, Water we drink

Rich in “**Active OXYGEN**”
which majority of
detergents don't have
or are very low on.

It safely penetrates the
fabric removing even
the toughest stains

And contains no harsh
Chlorine Bleach



Amazing Efficacy

Safe



It's significantly superior than using Detergent alone:

Stain Types which are tough for detergents

**OXYDISABLE/
COLOURED STAIN = %46**

Wine, tea, coffee,
fruit, vegetables



**GREASY
STAINS = %36**

Oils, fats, body
marks, cosmetics



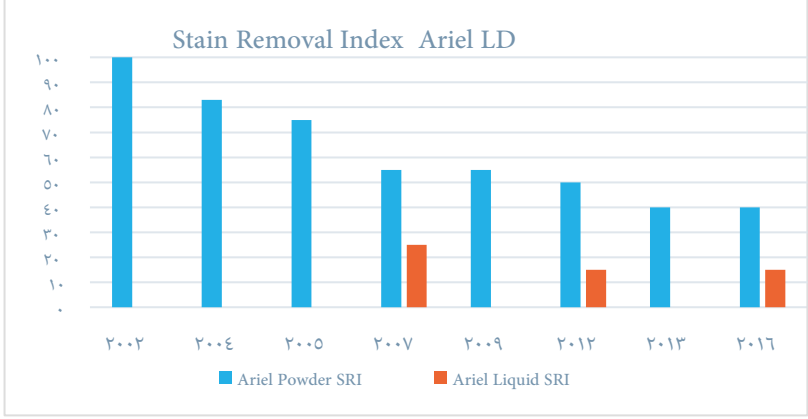
**ENZYMATICS
STAINS = %18**

Blood, egg, milk,
chocolate

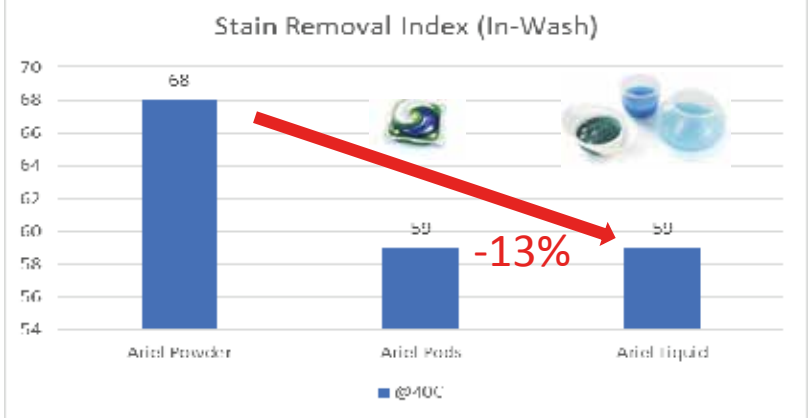


And consumers keep buying us, because detergent is not enough even after so many years

%60 decline in Powder and Liquid detergent stain removal performance



Switch to liquids & Pods which are significantly inferior to Powders



Portfolio



POWDERS

- Powder formats
- Generic stain removers
- Crystal white for whiter whites- 30 sec stain removal

GELS + LIQUIDS

- Multi purpose stain remover gels/liquids
- 10 shades whiter in 1 wash with Vanish crystal gold

REVIVAL SERUMS

- Revives by removing colours, loose threads & stains in just one wash

PRE-TREATERS

- Pre-treaters for 30 sec stain removal whatever the stain

CARPET CLEANERS

- remove everyday dirt and stains on the first application and leave your carpets and upholstery looking good as new!
- Perfect for reviving well-trodden carpets or worn, upholstered furniture
- Products for spot removal + large area

PET EXPERT

- Cleans pet messes
- Contains a unique formula to prevent your pets from remarking
- Cleans 3x More Pet Hair & Odour vs. Vacuuming Alone



Competitor Landscape

In Wash



Pre Treat



Stain Removal

Powder



No significant competitor



Gel



Whitening



Shining clean for surfaces, tables, mirrors, stainless steel and appliances

#1 glass cleaner brand in india

Sparkling clean with 99.9% germ removal

REMOVES
99.9%
Germs*



Portfolio

Convenient Sprays



Value for money refills



Key Competitors In The Category

Without Disinfection



Patanjali Pristine Glass Cleaner 500ML



Mr. Muscle Glass Cleaner - 500 ml

With Disinfection



Savlon Multipurpose Disinfectant Cleaner, 500ml



Maxkleen Disinfectant Surface Sanitizer, 500 ml



Dabur Multipurpose Surface Cleaner & Disinfectant – 450 ml





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PROTECTS FROM LIMESCALE + RESIDUE + ODOURS*



*Use with every wash

Washing Machine Protector and Water Softener

For a washing machine that remains efficient and clean, wash after wash

3-in-1 : protects washing machine from Limescale, residue and odours

Recommended by leading washing machine manufacturers



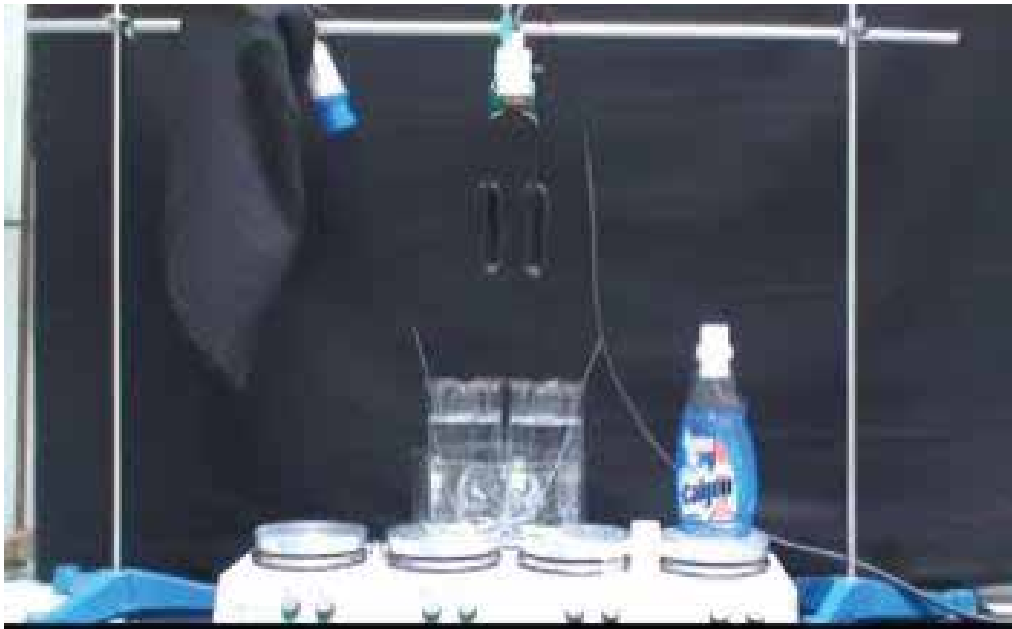
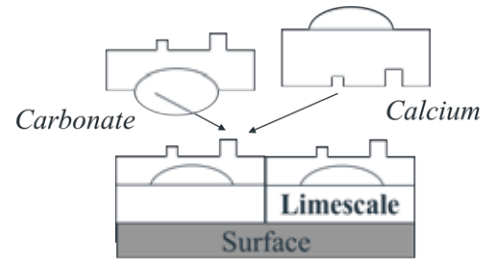
RECOMMENDED BY LEADING WASHING MACHINE MANUFACTURERS:



How does Calgon work?

Hard Water does not contain
limescale

Limescale is formed when CALCIUM (Ca) and MAGNESIUM (Mg) in hard water react with other ions in solution



1

Neutralise

Softens hard water preventing limescale formation

2

Protect

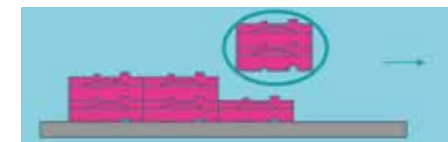
Limits further growth of limescale crystals already deposited, by creating a protective layer during wash



3

Suspension

Suspends limescale particles already formed, avoiding deposition



Portfolio

3IN1 BASE RANGE



POWDER (500g, 1kg)



GEL (750ml, 1,5L)



TABS (15, 30 pcs)

HYGIENE RANGE (2 SKUs)

ELIMINUJE
99.9%
BAKTERII



GEL (750ml)



TABS (15 pcs)

more SKU sizes launched in retail – see next slide





**CILLIT
BANG**

Effective cleaning for all surfaces

degreaser, cleaning crystals, and a grime, rust, mould
and limescale remover

Leading brand in Europe



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Portfolio Line Up

Kitchen

Triggers



Cillit Bang power cleaner kitchen degreaser – 750 ml



Cillit Bang power cleaner kitchen degreaser – 1 L

Liquid/Gel



Cillit Bang Induction, Electric and Ceramic Hob Cream - 200 ml

Other Format



Cillit Bang power cleaner induction, electric & ceramic hob **wipes** – 36 wipes

Specialists



Cillit Bang power cleaner black mould remover - 750 ml



Cillit Bang power cleaner black mould remover - 500 ml



Cillit Bang power cleaner max drain **unblocker kit** - 500 ml



Portfolio Line Up

Bathroom

Triggers



Cillit Bang power cleaner limescale & grime – 500 ml



Cillit Bang power cleaner 100% limescale removal - 750 ml



Cillit Bang power cleaner 100% limescale removal - 1000 ml

Foam



Cillit Bang active foam soapscum and shine original – 600 ml

Liquid/Gel



Cillit Bang power toilet cleaner germ terminator – 750 ml

Multi-Purpose

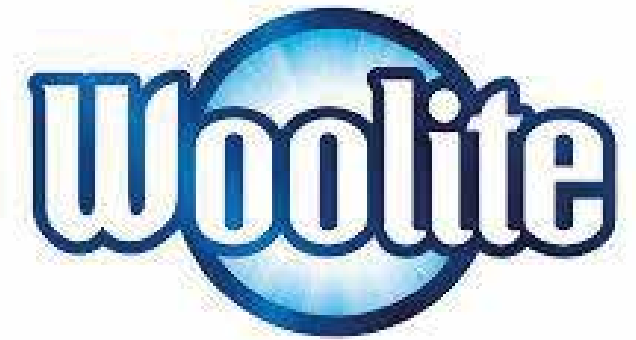


Cillit Bang power cleaner bleach and hygiene - 750ml



Key Competitors





Woolite = Clothing care

Fine Fabric detergent in UK

Keep clothes looking like new and won't cause stretching, shrinking or fading



Woolite = Clothing CARE

A Trusted Brand...



...Offering Superior Clothing CARE

Woolite equity in clothing care is unparalleled among competitive set

1951

The first gentle handwash detergent. Specially formulated to protect wool, silks, nylons and other delicate fabrics from shrinking, stretching, and fading



2020

Woolite is the #1 Fine Fabric detergent, with 89% market share.



	Woolite	dreft	Woolmark	Woolite	LOVE beauty AND planet	method CLEAN HAPPY
Cleaning						
Scent			XX (Natural)	XX (Natural)	X (Natural)	
Anti-germ		X (Removes germs/bacteria)				
Minimal Ingredients		X	XX	XX	X	X
Clothing Care	XX	X				
Whitening						



Woolite Liquid Range

Colours



Clean & Care
– All Textile

Colours



MIX-COLORS

Darks



DARKS
PROTECTION

GOLD



FIBER
PROTECTION

Delicates



CARE FOR
DELICATES

COLOR PROTECTION
For Darks & Colors washloads
ANTI-TRANSFER TECHNOLOGY

**COLOR & FIBERS
PROTECTION**
For all clothes &
colors



Woolite gelcaps range

	DARKS		COLOR		PROCARE	
Technology	Anti-fuzzing technology to keep the darks dark	Technology to maintain the intensity of the dark colors	Anti-pilling and anti-fuzzing technology to maintain vivid the colors	Anti-dye transfer technology to preserve the intensity of the darks colors	Anti-pilling, anti-fuzzing technology for the care of all garments	Technology to maintain the intensity of the colors, the whites and the darks.
Claims	Darks like new	Color protection	Colors like new	Color protection	Your favorite clothes like new Smooth fibers	Color Brightness
						



Portfolio lineup

LD LIQUID

1 L



2 L



3 L



4,5 L



CUSTOMER DEDICATED

FABRIC SOFTENER
(1.2 L)



35 pcs caps



28 pcs caps



FABRIC REVITALIZER
(300ml)



Woolite Competitors

Key Competitors (All Detergent Segments)



Other brands in the segment

Arm & Hammer	Ivory
Roses	Kirkland Signature
Better Life	Love Home & Planet
Biokleen	Method
Cheer	Mrs. Meyer's
ECOS	Purex
Ivory	Seventh Generation





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HARPIC
BATHROOM
CLEANER **10X**

**10X MORE
POWERFUL**

*Compared to ordinary detergent.



- Removes tough stains
- Removes yellowness
- Kills germs

NAYA BATHROOM MUBARAK HO!

HARPIC

#1 Toilet Cleaner in the World

Over 100 years old brand heritage

**KILLS 99.9% BACTERIA
DRIVING A POWER REGIME FOR A HYGIENICALLY
CLEAN TOILET**



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SOFICOPHARM
PHARMACEUTICALS S.A.E

TOTAL HARPIC RANGE

LIQUIDS



PRO-SHIELD

POWER PLUS

Limescale
Remover (LSR)

WHITE & SHINE



Active Cleaning Gel (ACG)

ESSENTIAL

LTD ED.



Bathroom Cleaners

IN THE BOWLS

CAGED ITBs

Singles



Duos



Limited editions











CAGELESS ITBs



TABS



Competition overview

				
POSITIONING	Power & limescale	Power & disinfection	Fragrance	Fragrance /Premium
MAIN STRENGTH	Spec Lav	Bleach	Spec Lav	ITBs + ITCs
LOOK & FEEL				



Cherry Blossom was the first and is still the only UK manufacturer of shoe polish (since 1906)

#1 Brand in UK and India



Product Range

Cherry Blossom Wax Polish



Cherry Blossom Wax Polish has a blend of special oils and finest waxes from across the world which ensures that your shoes get 50% more shine and protection from dirt and dust. Now get extra shine and nourishment for the leather, to keep your shoes looking new for longer.

Product Available In: 15 gm and 40 gm

Cherry Blossom Liquid Polish



Cherry Blossom Liquid Shoe Polish has a blend of special oils and the finest waxes that shines, nourishes and protects your shoes, making them look new for a longer duration. It has special oil for leather in addition to a blend of the finest waxes from across the world.

Product Available In: 75 ml

Cherry Blossom Handy Shine



Cherry Blossom Handy Shine is a unique shoe sponge with advanced silicone oil that gives your shoes 50% more shine. Shine your leather shoes in less than a minute, every day, with Cherry Blossom Handy Shine. This unique shoe sponge shiner is easy to use, doesn't dirty your hands. Contained within its own durable casing, making it ideal for use while travelling, in home, or at the office.



Competitors (India Market)



Kiwi



Helios



Others





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Brasso Metal Polish



Brasso is a metal polish designed to remove tarnish from Brass, Copper, Chrome and Stainless Steel. It is available either directly as a liquid or as an impregnated wadding pad.





Where it can be Used



- Polishes brass, copper, bronze, chrome, aluminum, stainless steel, nickel etc.
- Polishes metal fittings, decorative objects, musical instruments, metal sign boards, antiques, idols
- Used in hotels, restaurants, automotive, household articles, removes fine scratches in windshield

Product Available In: 75 ml, 175 ml, 200 ml and 500 ml





%100 pest kill guarantee

Mortein has a 150 year old heritage and has been constantly innovating

RB is 2# globally in pest control consumer products

Amongst top 10 most trusted household brand in India 3 years in a row*

Product Range (2/1)

Mortein Aerosol



Mortein Aerosol protects your whole family against all types of disease causing mosquitoes and cockroaches. It comes with a new fast spray technology and is helpful in killing insects two times faster than all other pest controllers. **Mortein Aerosol** effectively keeps insects and pests away for a very long time, leaving a very pleasant and soothing fragrance.

Mortein Insta5 Combo Machine with Refill



Mortein Insta 5 Plug-in Mosquito Repellent comes in a handy liquid vaporizer format that offers complete protection from dengue causing mosquitoes. Formulated with active ingredients, Mortein vaporizer is a powerful and convenient solution to offset mosquitoes and serve as the first line of defence against potential diseases and health hazards

Product Range (2/1)

Mortein Refill



Mortein Refill is a Mosquito Repellent comes in a handy liquid vaporizer format that offers complete protection from dengue causing mosquitoes. Mortein Refill, as the name suggests, is effective in killing mosquitoes immediately, typically within 10 minutes of plug in

Mortein Powergard



Mortein Powergard Rat Kill - India's no.1 rat kill cake has a unique formula that is fast acting and effective in protecting against plague causing rats. It kills the rat in one feed and **it's** unique formula ensures that most rats die outdoors.

Mortein Power Booster Coil



Mortein Power Booster Coil a unique design- releases power booster at each corner that gives protection through out the **night** its effective against malaria dengue and chikungunya carrying , mosquitoes. Lasts 12 hours. Protects you and your family.Effective in killing mosquitoes in open and wide spaces.





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**AUSTRALIA'S 1#
PERSONAL INSECT REPELLENT BRAND**

Over 50 years old

**KILLS %99.9 BACTERIA
DRIVING A POWER REGIME FOR A HYGIENICALLY
CLEAN TOILET**



Product Segments

ODOURLESS MOSQUITO REPELLENTS



HEAVY DUTY MOSQUITO REPELLENTS



TROPICAL STRENGTH MOSQUITO REPELLENTS



AEROGARD HOME INSECT KILLERS



FABRIC SPRAY MOSQUITO REPELLENTS



RID-X

SEPTIC SYSTEM MAINTENANCE
MANTENIMIENTO PARA FOSAS SÉPTICAS

Helps Prevent Septic Back-Ups†



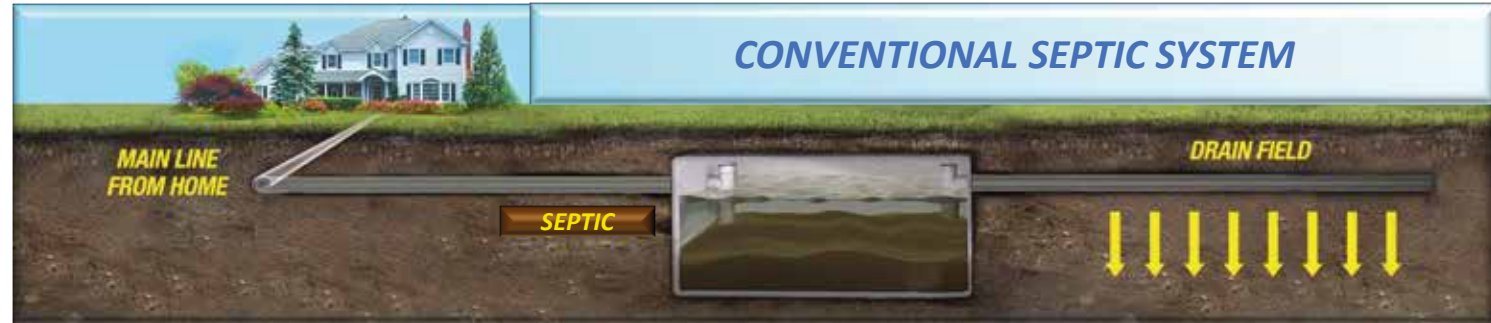
#1
Brand Used by Septic Professionals

Trusted for more than 50 years

RID-X® contains 100% natural active bacteria and enzymes. It won't harm your pipes or plumbing.



What is a home septic tank? How does it work? Why maintain it?



HOW DOES YOUR SEPTIC SYSTEM WORK?

- ▶ The septic tank holds wastewater from the home until solid debris settles at the bottom of the tank [the sludge layer] and lighter waste, such as oil, rises to the top to form the scum layer. Between the two layers lies clarified liquid, which flows into an outlet pipe and is gradually dissipated through a drain field. Bacteria in the septic tank naturally break down organic waste matter and slow the accumulation of the sludge layer.

HOW CAN INSUFFICIENT BACTERIA BE A CAUSE OF SEPTIC TANK SYSTEM FAILURE?

- ▶ The everyday waste, from paper to oil to grease, that you put into your septic system is typically broken down by the millions of naturally occurring bacteria found in your septic tank. When some common household chemicals like antibacterial soaps and bleach are overused, they can kill off these beneficial bacteria that populate your septic tank. Additionally, excessive amounts of water going down the drain will flush out a large portion of the beneficial bacteria growing in your septic tank. In such a weakened system, the sewage can build up more quickly, eventually blocking the outlet pipe or possibly clogging your drain field. When that happens, a septic system backup can occur, requiring emergency pumping and possible drain field replacement.

WHAT IS SEPTIC TANK SYSTEM BACKUP?

- ▶ A septic system backup is an ugly, smelly mess inside and outside of your home. Excess build-up of sewage solids in the tank can go unnoticed until it eventually causes the system to backup and break down. When that happens, additional sewage and wastewater may backup into your house, emptying out into your bathrooms, kitchen sinks and laundry sinks. That awful smelling wastewater can also backup into your yard, low-ground areas, and even in nearby ponds

It may also result in expensive repairs to your septic system. The average cost of a septic system backup repair is up to \$13,000.



RID-X® PORTFOLIO

(These prices are indicative and are only for the US market. They are subject to change)

Household

► Powders Standard



1 Dose \$6.97 \$6.97/dose	2 Dose \$10.97 \$5.48/dose	3 Dose \$13.97 \$4.66/dose	4 Dose \$18.97 \$4.74/dose	5 Dose (Club only) \$15.94 \$3.19/dose
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► Liquids



3 Dose \$13.97 \$4.66/dose	6 Dose \$21.97 \$3.66/dose
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► Pacs



2 Dose \$13.97 \$6.99/dose	3 Dose \$16.97 \$5.66/dose
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RV

► Liquids



8 Dose \$6.97 \$0.87/dose	16 Dose \$12.97 \$0.81/dose	6 Dose \$5.4 \$0.90/dose
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► Powders PRO



1 Dose \$6.98 \$6.98/dose	2 Dose \$11.98 \$5.99/dose	4 Dose \$19.98 \$4.99/dose
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► Liquids PRO



3 Dose \$14.98 \$4.99/dose	6 Dose \$22.48 \$3.74/dose
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**PROTECTING AUSTRALIANS
FOR 70+ YEARS**

**PINE
CLEEN**



**Over 70 years old, the brand is considered #1
in cleaning by Australian consumers**

Removes 99.9% of bacteria



Product Segments

Cleaning Wipes



Cleaning Spray



Laundry Cleaners



Disinfectants



Floor Cleaners





#1 surface cleaning Brand Recommended by Consumers in Brazil

#1 Brand in effectiveness in perception of consumers in Brazil



Product Segments

Multipurpose



Perfumes



Heavy Cleaning



Kitchen



Bathroom



Glass



Disinfectant



Power Gel



AntiBac



Competitors

Competitors in multiple segments



VMU Segment



FD Segment



HD Segment



Kitchen Segment



Bathroom Segment



Glass Segment





The No. 1 Oven & Grill Cleaning Brand in the U.S.

Product Segments

Fume Free Oven Cleaner



Heavy Duty Oven Cleaner



Specialty Kitchen Degreaser



BBQ Grill Cleaner



Cooktop Cleaner



Fume Free Oven Trigger



Competitors



Private label brands





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For Glass surface cleaning



Product Segments

Glassex Glass Cleaner, Ammonia



Glassex Aceto Glass Cleaner



Glassex Wipes glass





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Glass surface cleaning brand
(Specialized in window cleaning)



Product Segments

Glass Cleaner Wipes



Window Cleaner Spray



Emulsion Original Cream





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Leading surface cleaning brand in
France



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SOFICOPHARM
PHARMACEUTICALS S.A.E

A rich product portfolio



Wipes



NEW

NEW

NEW

NEW

NEW

Spray



NEW

Large Wipes (SERPILLERES)



NEW

All Purpose Cleaners

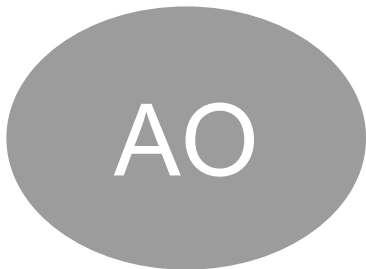


NEW

Other products



Competitors



Traditional

Disinfection

Natural

Generalist





No.1 Brand in Antiseptics worldwide

Used 2 Billion times each day in over 80 Markets

Launched in 1933 for use in hospitals as a skin disinfectant

Tested & Proven against Covid-19 virus

Kills 99.9% of illness causing Bacteria and Viruses



Complete solution for all cleaning and laundry needs

Multiple product segments available:



Surface cleaners



Multipurpose cleaners



Bath/Kitchen/ Mold cleaners



All in one disinfectant spray



Antiseptic liquid



Disinfectant liquid



Laundry sanitizer



Washing machine cleaner



Disinfectant laundry spray



Complete solution for all personal care needs

Multiple product segments available:



Hand sanitizer



Liquid hand wash



Bar soap



Body wash



Competitors – Cleaning



Dettol

Competitors

Surface cleaners



Flash



Private Label



Cif

MP cleaners



Cif



Private Label

Bath/Kitchen



Cif



Flash



Private Label

Disinfectant spray



Private Label



Cif

ASL



TCP

Disinfectant liquid



Private Label



Competitors – Laundry

Dettol

Competitors

Laundry sanitizer



Persil



Lysol

Washing machine cleaner



Dr Beckmann



Knaus

Laundry spray



Tide



Clorox

Competitors – Personal care



Dettol

Competitors

Hand sanitizer



Purell



Private Label



Lifebuoy

Liquid hand wash



Carex



La Petite Marseillais



Thank you

Body wash



Palmolive



Dove



QV

Bar soap



Dove



Palmolive



La Petite Marseillais

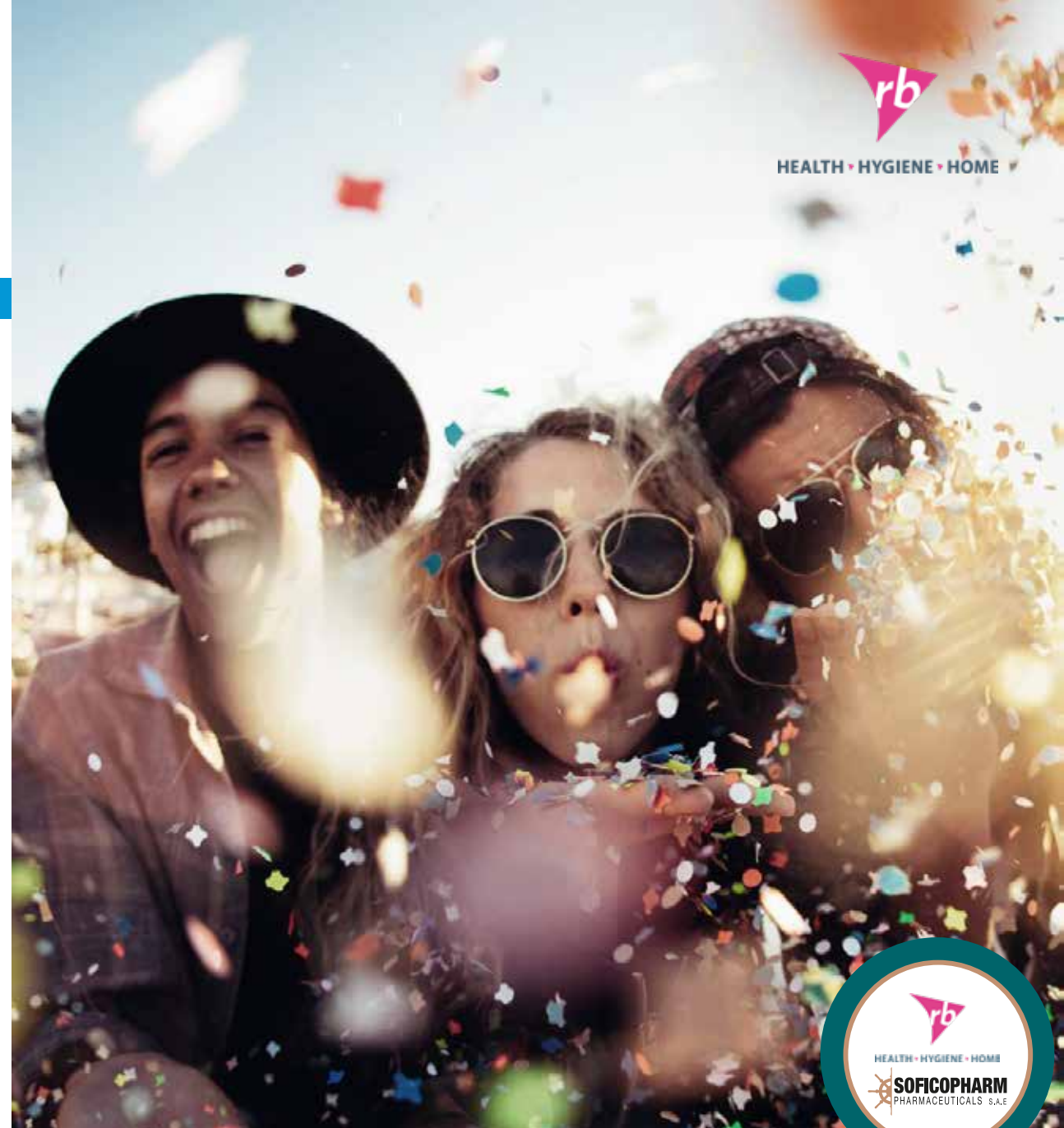


Clearasil

Created the anti-acne category in the 1950s

60 years of medicated acne care expertise

Scientific expertise proven to be fast and reliable



rb
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Clearasil Range



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#1

Clearasil



SKU	Gentle Wash	Gentle Skin Perfecting Wash	Gentle Skin Perfecting Wash Sensitive	Gentle Facial Scrub
Size	150ml	150ml	150ml	150ml

Gentle Care



SKU	Rapid Action Gel Wash	Rapid Action Scrub	Rapid Action Clearing Toner	Rapid Action Treatment Cream	Rapid Action Pads
Size	150ml	150ml	200ml	25ml	65s

Rapid Action



SKU	Blackhead Clearing Scrub
Size	150ml

Blackhead



SKU	5 in 1 Cleansing Wash	5 in 1 Exfoliating Scrub	5 in 1 Cleansing Pads
Size	150ml	150ml	65s

5-in-1 Multi-action



Competitors



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Clearasil



Neutrogena



Proactiv



Clean & Clear





*Keep it
uncomplicated.*

Nicola Adams OBE

E45

Over 60 years of skin care expertise

Proven dermatological expertise dedicated to dry skin

Fragrance free, paraben free, color free



E45 Portfolio

Straightforward Skincare

Pillar	Treat			Maintain
Need	Prevent and Treat Dry Skin Conditions			Maintain Healthy Skin
Status	OTC Undiagnosed	OTC Diagnosed		Dry Skin
Line	Core	Cleansing	Specialised Treatments	Daily & Rich

Portfolio Lead



Competitors



Aveeno



Cetraben



CeraVe

NEW  *Dove* | DermaSeries
Creamy cleansing and care
for extremely dry skin



Dove



Nivea



Vaseline





New
Veet
Silk & Fresh
For salon like silky smooth skin



Global 1# Depilatory brand with a %41 MS

Present in over 65+ countries

Over 100 years of brand heritage

Launched as a Hair Removal Cream that not just removes hair instantly but solves the stiff regrowth problem



Veet Portfolio



CREAMS

Creams - Base



In-Shower



In-Shower



Supreme Essence



WAXES

Cold Wax Strips



Hot Wax - Jars



Easy Wax - Roll On



Spa Wax



DEVICES

Trimmers



Shavers



Derma planning



MEN'S

Creams - Base



In-Shower





Each format of Veet has a relevant role to play by occasion, body part and body hair type

Different body parts



FACE	LEGS& BODY	UA	BIKINI
<ul style="list-style-type: none"> • Smaller area • Sensitive skin • Fine short vellus hair 	<ul style="list-style-type: none"> • Large area • Thicker, less sensitive skin • Long thick hair 	<ul style="list-style-type: none"> • Sensitive area • Delicate skin • Curly & stubborn hair 	<ul style="list-style-type: none"> • Sensitive area • Delicate skin • Curly & stubborn hair
<p>Ideal Format: Creams/ CWS</p>	<p>Ideal Format: Hot Wax / CWS</p>	<p>Ideal Format: Creams</p>	<p>Ideal Format: Creams</p>



Competitors



Nair



Nads



Private label



Salons



Razors, Gillette





Intima

No 1 in Intimate Hygiene volume sales in France

30 years of expertise

The pioneer and specialist in intimate hygiene

All products are dermatologically tested and designed for everyday use





Portfolio mass market

INTIMATE GELS



Extra Doux
200ml

Régul Active
200ml

Apaisant
200ml

Neutre
200ml

SHOWER CREAM



Shower Cream
500ml

INTIMATE WIPES



Cranberry
x20



Hamamélis
x20



Hamamélis Individuelle
x16



Hamamélis Individuelle
x24



Neutre Individuelle
x16

CUP



INTIMA CUP
T1



INTIMA CUP
T2





Portfolio pharma

INTIMATE GELS



Extra Doux
240ml

Régul Active
240ml

Neutre
240ml

Neutre
100ml

SHOWER CREAM



Shower Cream
500ml

INTIMATE WIPES



Cranberry
x30



Hamamélis
Individuelle
x12



Neutre
Individuelle
x12

CUP



INTIMA CUP
T1

INTIMA CUP
T2

PROTECT



Gel Vaginal
50g



Soins Lavants
Fraîcheur
200ml



Soins Lavants
Apaisant
200ml





The world's number one condom brand

Sold all over the world

Over half a billion condoms purchased globally every year

First Durex condoms manufactured in 1932

Lights off. Action!



Portfolio



ALLEVIATING PRESSURE
through barriers being

INCREASING CONFIDENCE
through new ways to enhance your sex

Base

CARE

BALANCE

ENJOY

ENHANCE

EXPLORE

Premium

Ultra Premium





#1 condom brand in Mexico

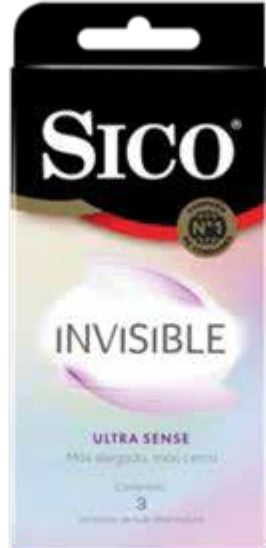
With more than 30 years of brand heritage

Made with only the highest quality raw materials

**Sico condoms establish the quality standard around the world,
meeting and exceeding international standards**



Portfolio



Condoms



Lubricants



Sex toys



Compliance checks required before launch

Regulatory pathway

- ✓ High risk launch. Final assessment to be done by Regulatory teams.
- ✓ Likely to be classified as Medical Devices in most countries. Some countries classify lubricants as 'cosmetics'
- ✓ Trademark / patent check will be done before launch.

Well defined supply chain

- ✓ Mexico is the identified sourcing location.
- ✓ Product suitable for storage under 30°C, store in accordance with local regulations.
- ✓ Expiry: 2-3 years.
- ✓ Store away from direct sunlight.



Created the world's first lube over 100 years ago

Born in New York City in 1904

Leading feminine sexual wellbeing brand in US



Portfolio

Lubes



Duration Spray and Gel



Toys



Condoms





#1 Immune support gummy, effervescent and chewable in USA

#1 Pharmacist recommended brand in USA

A uniquely crafted blend of vitamins, minerals, and herbs

Comes in gummies, liquid shots, effervescent & chewable tablets

Airborne portfolio



Effervescent



Effervescent with natural ingredients



Gummies (adults and kids)



Chewable Tablets (adults and kids)



Airborne + Natural Energy



Airborne Gummy plus Probiotic



Elderberry Gummy



Elderberry Chewable



Elderberry Effervescent



Good Rest



Stress Away

Competitors



ZICAM.

Effervescent



Gummies





Joint health specialist - Combining innovation and science to create better movement for everyone

Joint discomfort affects over 30 million people annually

56% of people age 45-54 and 64% of those aged 60+ have joint problems

Move Free portfolio



Move Free Advanced
Traditional Care

80 capsules/ 2 capsules dose	120 capsules/ 3 capsules dose	80 capsules/ 2 capsules dose
------------------------------------	-------------------------------------	------------------------------------



Move Free Ultra
Superior Care

30 capsules/ 1 capsule dose	30 capsules/ 1 capsule dose
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Essential Omega-3 support for your whole body

In krill oil omegas are in a phospholipid form making it easily absorbed

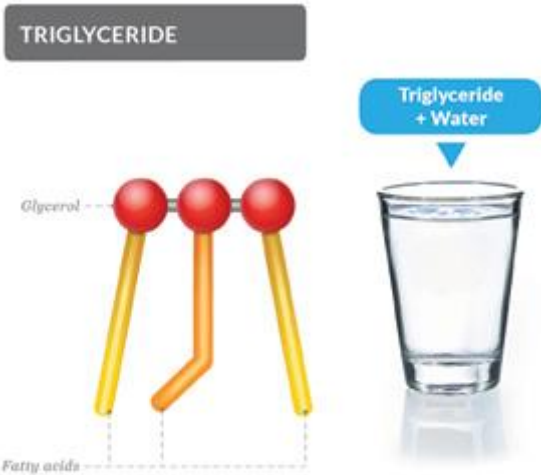
Most of the world populations do not consume enough EPA and DHA to achieve the recommended level

Krill Oil – Why It Works

Essential fatty acids – Absorption is a key to efficacy



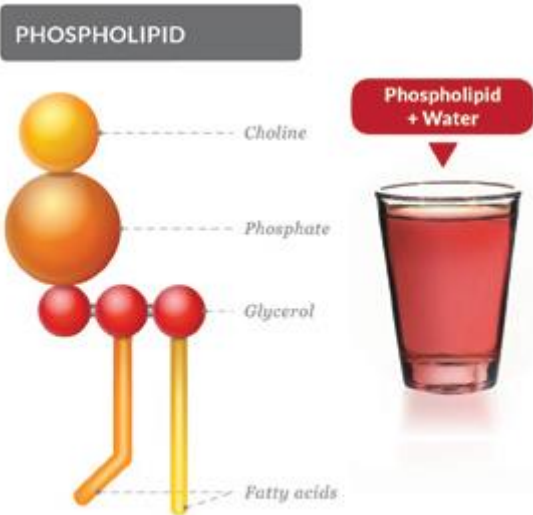
Fish Oil



Fish Oil in Water:

- Does not mix with water
- Fat droplets on water surface

Krill Oil



Krill Oil in Water:

- Mixes directly with water
- Homogeneous and stable suspension in water
- Forms small fat micelles in water

Fish oil swims up in our stomach and creates fishy burps and fishy aftertaste

Krill oil mixes immediately with water in our stomach and gives no fishy burps and no aftertaste



Behavior of fish oil and krill oil in the stomach

Portfolio



KRILL OIL



KRILL & FISH OIL



FISH OIL





Nr 1 probiotic gummy brand in the USA

For over 15 years, Digestive Advantage has been supporting digestive health

Patented probiotic BC30 survive stomach acid 100X vs leading yogurts

3 in 1 support for minor abdominal discomfort, bloating and immune health

Digestive Advantage portfolio



Probiotic



Probiotic + fiber



Probiotic + enzymes



Ultra



Works to help fuel the 5 important indicators of brain health

Fuel focus, accuracy, memory, literacy, learning and concentration

Category builder: 83% of Neuriva shoppers are incremental to the category

Peer reviewed publications with clinically proven ingredients



neuriva



ADVANCED FORMULA: Combination of natural ingredients

Aqueous extract of the whole
coffee berry

Soy derived
phosphatidylserine

Neurofactor


NEUROFACTOR Patented extract, RB
Natural Support for Brain Health Proprietary Ingredient
in FDM

Increases BDNF levels, in as fast as 60 minutes.

Supports three indicators of brain
performance: accuracy, focus and concentration.



Sharp PS

Most Researched
Brain Ingredient To Date

Promotes neuron health and long - term brain
cell connections

Supports two indicators of brain
performance: memory and learning



Portfolio

neuriva

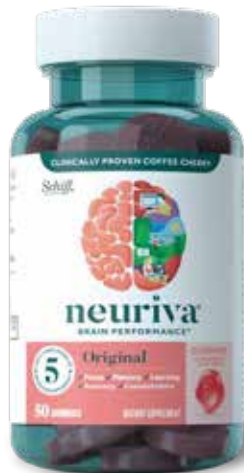
Original

Original Brain Health Supplement with coffee cherry extract & phosphatidylserine



Size
7 ct
30 ct

Original Brain Health Supplement gummies



Size
50 ct

Plus

Plus, Brain Health Supplement with coffee cherry extract & phosphatidylserine



Size
7 ct
30 ct

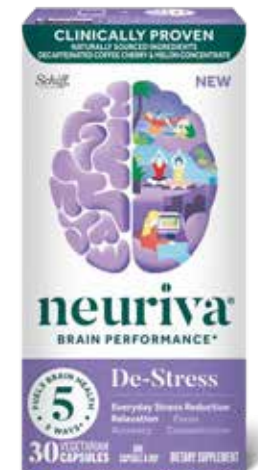
Brain Performance - Plus Gummies



Size
50 ct

De-stress

Brain Performance De-Stress



Size
30 ct



80-years of discovering new, quality ingredients backed by science from around the world

Naturally sourced ingredients

100% recycled and compostable cartons

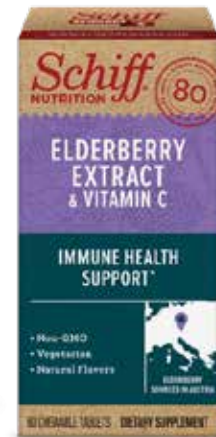
Portfolio



Stress relief



Sleep support



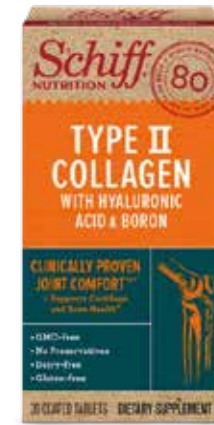
Immune support



Supports hair, skin & nails



Antioxidant defense



Joint comfort



Joint comfort



Omega 3



Joint comfort



Joint comfort



Calcium



Calcium & Magnesium



Targeted probiotics for the gut and beyond

Clinically proven strains provide tailored solutions for your physical and emotional health

For maintaining a healthy microbiome

					
<p>VMS Benefit Areas (among Probiotic Consumers)</p>	<p>Immune Health 784 Index</p>	<p>Heart Health 592 Index</p>	<p>Mood/Mental Health 552 Index</p>	<p>Gender Specific 256 Index</p>	<p>Digestive Health 994 Index</p>
<p>Bodi-ome Product Benefits</p>	<ol style="list-style-type: none"> Supporting immune health Helping relieve minor abdominal discomfort Helping reduce occasional bloating 	<p>*Cardiologist Recommended*</p> <ol style="list-style-type: none"> Healthy cholesterol levels already within the normal range, Overall digestive health 	<ol style="list-style-type: none"> Support positive mood balance Moderate everyday stress Support healthy cortisol levels Support digestive health 	<ol style="list-style-type: none"> Natural balance of bacteria in the vagina 	<ol style="list-style-type: none"> Reduction of occasional diarrhea Minor bloating and abdominal discomfort Supports immune health

Back to
feeling like
a winner



#1 in Europe & Australia





Relieving Pain for over 30 years

Nurofen is the first OTC medicine to use Ibuprofen

Present in 40 countries worldwide

Multiple product breakthroughs transforming pain management

Portfolio

Consumer	CHILDREN	ADULT		
Occasions	Fever, Pain	Headache	Body	Strong
Need	Comfort	Speed	Duration	Strength
Portfolio Lead				

Nurofen Core



Tablets



Caplets



Meltlets

Nurofen Express



Tablets



Caplets



Liquid Caps

Nurofen J&B Systemics



Tablets



Caplets



Soft Caps



Capsules



Heat Patches



Medicated Plasters



Gels

Nurofen Indication Specific



Period Pain



Migraine Pain



Nurofen Plus



Nuromol

Nurofen Cold & Flu



Cold & Flu



Day & Night

Nurofen Sinus



Sinus Pain



Sinus Pressure & Headache



Sinus & Blocked Nose



Nurofen For Children



Children



Baby



Cold, Pain & Fever



Sachets



Chews



Competitors

Systemic



Advil



Tylenol



Panadol



Doliprane

Adult Topicals



Voltaren



Salonpas



ThermaCare



Icy Hot



The UK's leader in heartburn and digestion relief

#1 brand for heartburn and indigestion worldwide.

Differentiated and superior formula to antacids

Portfolio

Liquids



GAVISCON Double Action
Liquid



GAVISCON Original
Liquid



GAVISCON Advance
Liquid

Sachets



GAVISCON Double Action
Sachets



GAVISCON Infant
Sachets

Tablets



GAVISCON Double Action
Tablets



GAVISCON Original
Tablets



GAVISCON Advance
Tablets



GAVISCON Guardium
Tablets

Competitors



Rennie



Maalox



Tums

Mexico's leader brand in GI

Has a pleasant taste and natural ingredients

Launched in 1949 as a brand for everyone and for almost any discomfort



Portfolio



Effervescent powders

Indigestion

Sodium bicarbonate
Citric Acid
Tartaric Acid

Hangover

Sodium bicarbonate
Citric Acid
Tartaric Acid
Acetylsalicylic Acid

Relief in 5 seconds, systemic



Suspension

Reflux / Heartburn

Sodium alginate
Sodium bicarbonate
Calcium carbonate

Relief in 2 minutes for up to 4 hours,
mechanic

Competitors

	Picot	Alka Seltzer	Pepto Bismol	Riopan	Melox
SOM RY 21	24.1%	20.3%	16.4%	14%	6.2%



Sodium bicarbonate
Citric Acid
Tartaric Acid
Acetylsalicylic acid

Bismute subsalicylate

Magaldrate
Dimeticone

Melox Plus
Aluminium hydroxide
Magnesium hydroxide
Dimeticone

Melox Plus
Sodium alginate
Magnesium
Aluminium



Mucinex®

A comprehensive portfolio of cold and flu remedies

Liquid Gels fastest growing format

Products for both adults and children

Mucinex no 1 in Sinus market in the USA

Sub - Form	Base (Targeted symptom coverage)	Max strength -All in One (multi-symptom Sledge Hammer)	Nightshift (multi-symptom that helps to sleep)	Specialty (Niche- differentiated by ingredients)
 <p>Product</p>				
<p>Role in Portfolio</p>	<ul style="list-style-type: none"> Entry price point Consumers that prefer to be more targeted to their symptoms 	<ul style="list-style-type: none"> Higher price point Max Strength, one solution for all symptoms Competes vs Vicks Severe 	<ul style="list-style-type: none"> Consumers who need nighttime relief to have a good night sleep Mid-range price point (i.e. less premium than AiO, more premium than Base) Competitive pricing to NyQuil to gain share in Nighttime segment 	<ul style="list-style-type: none"> C&C: Fighter Vapocool FF: Consumers who are looking powerful relief but prefer less chemicals in their bodies Premium pricing for a higher quality
<p>Consumer</p>	<ul style="list-style-type: none"> More Gen-X & Boomers (+45) Aware of the Mucinex heritage Educated, Medium income Looking for effective and fast-acting to control their symptoms More price conscious 	<ul style="list-style-type: none"> Power through Millennials & Gen X (24-54) Educated, High income Looking for effective, fast acting and relieving of many symptoms products to get back performing at their peak 	<ul style="list-style-type: none"> Power Through Millennials & Gen X (24-54) Educated, High income Looking multiple symptom relief while helping them have a good night sleep, without feeling groggy the next morning 	<ul style="list-style-type: none"> Younger Parents (25-40) Educated, High income Looking for products that only give you what you need and nothing more. Gear menthol towards taste rejectors (niche)
<p>Competitors</p>	<p>Vicks, Theraflu, PL</p>	<p>Dayquil Severe and Nyquil Severe</p>	<p>NyQuil + NyQuil Severe buyers</p>	<p>Clear & Cool: DayQuil Vapocool and Nyquil Vapocool</p> <p>Free From: Natural users e.g. Airborne & Zarbees buyers</p>
<p>Benefits</p>	<p>Effective, fast-acting relief for specific (combinations of) symptoms e.g. 'congestion & headache' and 'congestion & cough'</p>	<p>Max Strength Multi-Symptom Relief simultaneously treating 9 Symptoms in 1 dose</p>	<p>Night-time cold and flu relief for a better morning</p>	<p>Clear & Cool: Cooling menthol flavor burst that you can feel right away to fight your worst symptoms</p> <p>Free From: Powerful Relief nothing Extra</p>



39 million people suffer from a Cold & Flu every year in the UK

Brand is the No.1 consumer decision driver

Comprehensive portfolio to tackle cold & flu symptoms

Capsules are the most popular format, followed by hot drinks

Winter Meds

Lemsip portfolio

	BASE			MAX		
GSL						
Description	Lemon 10s	Blackcurrant 10s	Max C&F Caps 16's	Max Lemon 10s	Max Bcurrant 10s	Max H&G 10's
Active	Paracetamol 650mg, Phenylephrine		Paracetamol 500mg, Phenylephrine, Caffeine.	Paracetamol 1000mg, Phenylephrine		
GSL						
Description	Max All in One Caps	Max All in One Lemon Sachets	Max All in One Wild Berry & Orange Sachets	Max All in One Liquid	Max Day & Night Caps	
Active	Paracet. 500mg, Phenyl., Guaif. 100mg	Paracetamol 1000mg, Phenylephrine, Guaifenesin 200mg			Paracetamol 500mg, Phenyl, Caffeine	
Pharmacy						
Description	May Day & Night Caps		Max Lemon 10s			
Active	Paracetamol 500mg, Phenylephrine, Caffeine		Paracetamol 1000mg, Pseudoephedrine			

Lemsip cough liquids

	LIQUIDS			HOT DRINKS		CAPS
GSL						
Description	Dry Cough & Sore Throat 180ML	Mucus Cough & Catarrh 180ML	Chesty Cough 180ML	Chesty Cough & Cold Sachets	Mucus Cough & Cold Sachets	Mucus Cough & Cold Caps
Active	None	Guaifenesin, Cetylpyridinium chloride	Guaifenesin	Paracetamol, Guaifenesin, Phenylephrine Hydrochloride		

Strepsils portfolio



Extra

Added Benefit

Brand Share	6.5%
Cough	3.0%
Blocked Nose	0.4%
Sugar Free	3.2%

Brand Share	7.3%
Blackcurrant	
Honey & Lemon	
Cherry	

Core

Brand Share	14.1%
16's Share	5.1%
24's Share	1.3%
36's Share	7.7%



Effective products for constipation and IBS

With natural senna

Clinically proven medicine for occasional constipation



Portfolio



Senokot Tablets

- Senokot Tablets are effective laxatives which contain natural senna, a plant extract which works by stimulating the muscles in the bowel
- Clinically proven medicine for short-term, occasional constipation.
- Available in sizes of 20 (GSL), packs of 60 available in pharmacy only.



Senokot Max Strength Tablets

- Senokot Max Strength is an effective laxative which contains natural senna, a plant extract which works by stimulating the muscles in the bowel
- Clinically proven medicine for short-term, occasional constipation
- Available in sizes of 10 (GSL), packs of 24s and 48s available in pharmacy only.



Senokot Syrup

- Senokot Syrup is an effective laxative which contains natural senna, a plant extract which works by stimulating the muscles in the bowel
- Clinically proven medicine for short-term, occasional constipation
- Available in 150ml and 500ml. 500ml available in pharmacy only.



Senosoft Constipation Relief Sachets

- Senosoft sachets work with your body for gentle, yet effective constipation relief
- It contains Macrogol 4000, which is an osmotic laxative that promotes re-hydration and softens the stools, helping to make them easier to pass. It works within 24-72 hours, and is sugar free, gluten free and flavour free
- It comes in an on-the-go sachet format (available in packs of 10 and 20). Just mix with liquid.

Portfolio



Senocalm Capsules

- Senocalm capsules help relieve gas related IBS symptoms such as painful cramps, spasms, bloating, discomfort
- Senocalm capsules are gentle on the body
- Available in pack sizes of 20 and 40.



Fybogel Hi-Fibre Sachets

- Fybogel Hi-Fibre sachets contain ispaghula husk, which helps your digestive system work more efficiently* and gently relieves constipation
- It works naturally with your body, and can be taken daily to restore and maintain regularity
- It can also be used to help maintain normal bowel function among those suffering from haemorrhoids
- Available in Orange 10s and 30s, and Lemon 10s.

*By increasing the fibre in your diet



Over 70 years of caring for eyes

**Helps consumers manage the impact of
21st century lifestyle on their eyes**

**Provides help for dry and tired eyes,
allergic eyes and irritated eyes**



Portfolio

Irritated & Infected



Infected Eye Drops
10ml



Bacterial Conjunctivitis 1% w/w Eye Ointment
4g



Bloodshot Eye Drops
10ml



Sore Eye Drops
10ml



Allergy 2% w/v Eye Drops Sodium Cromoglicate
10ml

Dry Eyes



Actimist Double Action Spray for Dry & Tired Eyes
10ml



Double Action Dry Drops
10ml



Double Action Dry Monodose Drops
20EA



Night Restore Gel Drops
10ml



Intensive Eye Drops
10ml

Tired Eyes

Itchy & Allergy



Refreshing Eye Drops for Tired Eyes
10ml



Actimist Double Action Spray for Tired & Strained Eyes
10ml



Actimist Double Action Spray for Itchy & Watery Eyes
10ml



Double Action Itchy Drops
10ml



Double Action Itchy Monodose Drops
20EA



Hayfever Relief 2% Eye Drops 2% w/v Sodium Cromoglicate
10ml



Soothing Eye Drops for Itchy Eyes
10ml



Multi Action Eye Wash
300ml



Multi Action Eye Wash
100ml

Wash

Tired Eyes



Brightening Eye Drops for Dull Eyes
10ml



Eyedew Dazzling Eye Drops
10ml





Cooling talcum powder for heat related skin issues

Provides effective relief from signs of skin irritation

Fights bacteria with an instant cooling sensation



Portfolio



Fresh Aloe



Radiant Sandal



Menthol Regular



Lavender



India's No 1 pain relief brand

No 1 doctor prescribed ingredient for acute pain relief

Launched in 1986 in contemporary packaging of tube in a carton

Provides long-lasting relief from acute pain fast



*IQVIA Consumer Health Sell-Out Data MAY-Jan 2020
#Moov advance is now Moov STRONG

Topical Pain Relief : Moov Base Range (Ayurvedic)

SEGMENT : CREAM



SEGMENT : SPRAY



Topical Pain Relief : Moov Advance (Diclofenac)

SEGMENT : GEL



SEGMENT : SPRAY



Anti Fungal : ItchGuard & RingGuard



Itch Guard Cream is an antifungal cream to treat itching commonly associated with many fungal infections.



Ring Guard is an antifungal cream for ringworm & skin infections.



Enfa family of brands #1 Globally

Breastmilk gives babies the best source of nutrition

To help cope with difficulties to breastfeed

#1 paediatrician recommended brand in US

80% of birthing hospitals in US use Enfamil





Enfamil®

- Includes formulas Enfagrow, Enfakid and Enfapro
- A family of scientifically-designed formulas
- To meet the nutritional needs of newborns, infants, toddlers and children

Nutramigen®

- Designed to meet the nutritional needs of infants and young children
- Designed for children with food allergies or colic due to cow's milk protein sensitivities

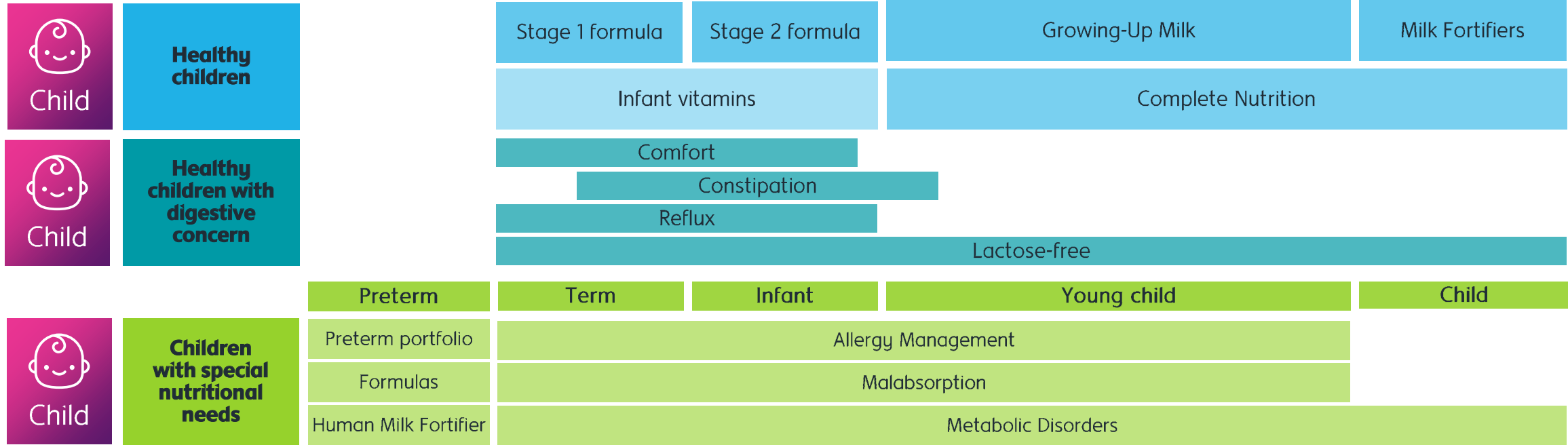
Key ingredients in routine infant formula



Portfolio overview



Recommended breastfeeding period (1st 6 months exclusive then mix-feeding up to 2 years)



Enfa illustrative portfolio



		0-6 mos	6-12 mos	1-3 yrs	3-5 yrs	5 yrs+
	Prenatal	S1	S2	S3	S4	S5
Super high premium						
Premium						
Mainstream						



For infants and children with cow's milk allergy

Hypoallergenic formula, formulated not to cause allergic reactions

World-leading brand for the management of cow's milk allergy

First infant formula developed for this condition

Over 100 years of innovation

Portfolio



Nutramigen 1 with LGG®



Nutramigen 2 with LGG®



Nutramigen 3 with LGG®

- **Nutramigen 1 with LGG®** is nutritionally complete so can be used as the only source of nutrition from birth to 6 months of age
- **Nutramigen 2 with LGG®** is suitable for infants from 6 months onwards as part of a varied diet
- **Nutramigen 3 with LGG®** is suitable for children from 1 year onwards as part of a varied diet



Nutramigen PURAMINO



Pregestimil



Enfamil O-Lac

- **Nutramigen PURAMINO** is an amino acid-based hypoallergenic formula for the dietary management of infants and children with severe cow's milk allergy.
- **Pregestimil** is an extensively hydrolysed formula for the dietary management of cow's milk allergy or soya protein allergy and/or fat maldigestion or malabsorption.
- **Enfamil O-Lac - From birth onwards** is a milk protein-based formula for the dietary management of infants with lactose intolerance.



UpSpring
MADE WITH LOVE ♥ BACKED BY SCIENCE

Founded by 3 women looking to share their innovative health and wellness solutions

Launched in 2005

#1 Breastfeeding Diagnostic
(for detecting alcohol levels in breastmilk)

Today the portfolio consists of over 130 items

Sold in over 15,000 retail doors in the USA, as well as online and internationally

Portfolio

Fertility and Prenatal x 4 SKUs



Breastfeeding x 6 SKUs



Birth & Recovery x 10 SKUs *



* Selection of colours and sizes

Baby VMS x 1 SKU



Family Wellbeing x 1 SKU





HEALTH ▾ HYGIENE ▾ HOME



Address: 12 Ismail El kabana Street Of EL
Tayaran Street - Nasr City - Cairo - EGYPT

P.O. Box 11371

Website: www.soficopharm.com

Tel. : +20-2-24045892

Fax.: +20-2-22604897

Mob.: +201005206977

Email: partner@soficopharm.com