



THE MARKET

Antiseptics and disinfectants have been in use for many centuries, although for most of that time their use was more a matter of instinct than a thoroughly understood, medically proven means of fighting infection. In ancient Greece, Hippocrates used wine and vinegar to treat wounds although he was quite ignorant as to why they offered relief. In later centuries, the plague was the cause of huge epidemics. Anyone lucky enough to escape that was likely to be felled by any one of hundreds of other infections.

It is interesting that mankind survived so many centuries before realising the nature of disease and the consequent use of antiseptics - although people certainly had instincts in the right direction. When infection threatened, our ancestors used eau de cologne, mainly to dispel the unappealing odour of sickness and death. Vinaigrettes, stuffed with vinegar-soaked material, were also popular.

Not until Louis Pasteur conducted his research in 1861 was it discovered that there were minute organisms which could cause disease, and that keeping these organisms under control would therefore reduce disease. Joseph Lister was one of the first medical men to use a phenol spray and antiseptic dressing for controlling surgical wound infection, with positive results. Phenol is in fact the basis for many modern antiseptic substances. The use of antiseptics became widespread before antibiotics were introduced, and brought radical improvements to general health care.

Today we are still heavily reliant on antiseptics, for general hygiene purposes and wound treatment. More and more people are choosing forms of self-medication in addition to prescribed medical care, and for this reason products bought over the counter (OTC) are selling extremely well.

Antiseptics should deliver five basic functions. They should act quickly; attack all sorts of bacterial infections as well as fungi and viruses; operate in any environment without their action being impaired by the presence of bodily fluids; keep on working once applied; and finally, have a low toxicity and a minimal irritation factor. Ideally, an antiseptic should kill microorganisms rather than just inactivating them.

ACHIEVEMENTS

Since its introduction in 1932, Dettol has become one of the most widely used and trusted antiseptic preparations in the world. Over the past 60 years, clinical studies and laboratory tests have consistently proven Dettol to be highly effective against microbes yet gentle to the skin.

This is borne out by the opinion of the public which has relied on Dettol over many years. According to a research study conducted by Focus Research in 1996, 87 per cent of respondents had a Dettol product in their home. Its popularity extends to over 100 countries. Dettol is primarily used as a multi-purpose antiseptic/disinfectant and as a first aid skin antiseptic. The Dettol brand is so well-known that more than a billion people on



the planet have heard of it. This is not surprising when you consider that the annual average usage of Dettol world-wide stands at well above 20 million litres - enough to fill six Olympic size swimming pools. This amounts to an average annual usage of 3ml per person. In Australia, where Dettol is virtually an institution, the usage per person

amounts to approximately 26ml a year. These figures go some way toward demonstrating the strength of the brand in the public's perception - it is one to be trusted.

HISTORY

When Dettol was first used in a leading UK maternity hospital in the early 1930s, the mortality rate in women suffering puerperal sepsis (child birth fever) literally halved.

It is hard to imagine a more convincing demonstration of the value of a product than this. Dettol has helped to save many lives. Its initial entry into hospitals was as a strong but gentle antiseptic. From there its fame grew and, especially because of its gentleness, it was soon successfully launched to the general public.

Dettol was marketed very skilfully by its manufacturers, Reckitt & Colman, ensuring that it became the best-known antiseptic around. As a result of the product's successful reputation, Dettol was recognised by all and sundry as a dependable ally in fending off germs from their homes. It was a useful front-line product in both personal and family hygiene and was an invaluable first aid product in the event of an accident.

Since its initial launch, Dettol Liquid has barely changed. However, there have been new and exciting brand extensions which have captured their fair share of the overall market. The Dettol range has had a profitable history which has continued up to the present day, with market opportunities still growing - particularly in Asian countries. Packaging and product have remained





citrus/pine fragrance. It is therefore ideal for use in some situations where there is also a need to mask a nasty smell.

Dettol Antiseptic Cream is suited for application to the skin. This pine perfumed first aid cream contains almond oil and glycerol to ensure a soothing, moisturising effect on skin.

RECENT DEVELOPMENTS

Reckitt & Colman constantly research new applications for Dettol. In 1996, three new variants were launched in Australia and New Zealand.

Dettol Antibacterial Liquid Wash is a hand wash with a fresh fragrance. The product is formulated to help control the spread of germs carried by the hands and can be used regularly.

Dettol Direct Woundwash Spray is a tea tree oil-based antiseptic in a slightly foamy spray, ideal for emergency situations where dilution of an antiseptic is difficult or impossible. The product is a gentle, non-stinging solution which is used to help prevent infection. Its spray action helps to cleanse the wound and flush out dirt.

Dettol Sting'n'Graze Antiseptic Gel is a gel that assists in the soothing and protection of bites, cuts, wounds and grazes. The product also contains the natural ingredient of tea tree oil which helps to relieve soreness and itching.

While the beauty of the Dettol brand has been its consistency over the years, it is also a brand that continues to meet the changing needs of today's consumers.

PROMOTION

Dettol has always pursued a caring, responsible and reliable policy with its marketing. The packaging has remained consistent since the launch, maintaining the familiarity of the image. The core message for Dettol has always been, "Personal protection from germs", or simply "Dettol Protects".

Throughout the years the brand has been well-supported by TV advertising, with the most recent campaigns focusing specifically on the newer products in the range. Demonstrating how to prevent the spread of germs and infection in the home is a major part of Dettol's advertising. Dettol's image is a brand that truly cares about how we lead our lives. It encourages us to take responsibility.

Dettol has always taken the 'high ground' in advertising - providing consumers with brochures, posters and advertisements that teach

fairly consistent throughout Dettol's 60-year plus life-span. It is this consistency and aura of reliability which have maintained Dettol as a leading international antiseptic brand.

THE PRODUCT

Dettol is an amber coloured liquid, a potent bactericide containing parachlorometaxylenol (PCMX) that acts against both bacteria and fungi and has minimal irritation and low toxicity. It also contains castor oil soap and pine oil which ensures it can be used just about anywhere while providing a distinctive yet pleasant aroma. Its disinfectant activity has been thoroughly researched and proven to be highly effective.

Dettol Antiseptic Liquid has been proven to kill common, nasty germs such as *E-coli*, salmonella and ringworm. It can be used for wound cleansing and disinfection (and also for spots and pimples), external antiseptics (mid-wifery for example), environmental and laundry disinfection (floors, linen etc) and all general household use disinfecting areas where germs are prone to lurk such as toilets, sinks and drains. Put simply, Dettol offers all-round protection.

As well as traditional Dettol Antiseptic Liquid, there are also several brand extensions. *Dettol Fresh* is a similarly powerful antiseptic containing Benzalkonium Chloride, with an added mild, fresh



The new weapon against infection

Science discovers a new germicide — deadly to germs — yet safe in the hands of a child . . .

The light green germicide has been hampered long enough. Many germicides (antiseptics) have been discovered, and have done good service in the fight to save health and life. But the use of strong germ-killing substances has been limited by the knowledge that... an antiseptic germicide... this revealed... the use of research has been to find the perfect germicide, which will be deadly to germs, yet be safe in the hands of a child.

Today, you have Dettol — the new safe germicide, in non-poisonous and non-irritant. It does not stain skin or the skin. It has an agreeable smell. Already in several of our leading hospitals it is the modern weapon against infection.

You, today, can have Dettol — in forms that require personal hygiene, in medicine, for accident, at all times of epidemic, you and your children will be safer while Dettol is at hand.

DETTOL
THE NEW SAFE GERMICIDE

accident and infection prevention.

Increasingly, Dettol is playing a role in educating Australian families about the importance of home and personal hygiene. Recent outbreaks of transmissible, infectious diseases have prompted Dettol to encourage parents, in particular, to be vigilant about hygiene in the home.

BRAND VALUES

The Dettol brand values can be summed up with three words - 'Protection, Trust and Effectiveness'. All Dettol products carry the distinctive Reckitt & Colman circle and sword - signifying the protection Dettol provides to families. Through responsible, informative marketing and a proven history of exceptional product quality, Dettol aims to assure customers of the trusted, effective antiseptic protection Dettol provides.

Things you didn't know about Dettol

- Dettol was first known as 'Disfectol' and was first formulated by Dr William Reynolds, who worked with Reckitt and Sons.
- A sample of Dettol was used by Dr Leonard Colebrook, a pioneering microbiologist, at London's Queen Charlotte Maternity Hospital in 1933. Dr Colebrook had all midwives and doctors wash their hands with the product between touching each newly-delivered patient. Maternal deaths dropped by 50% - a success attributed largely to Dettol.
- Initially Dettol was sold as an 'over-the-counter' product in pharmacies. From the late 1950s onwards Dettol's franchise expanded to include grocers.
- Dettol has been used by the veterinary profession. It was adopted as an antiseptic in dairy hygiene and in operative procedures. It has also been used for treating common wounds and injuries in animals.
- Dettol has also been used in horticulture as a rose spray for mildew and blackspot.

Reckitt & Colman, however, always recommend that customers should use the products as indicated on the label.