

Savlon®

THE MARKET

The Antiseptics market is a well established one. Antiseptics help kill or prevent the growth of micro-organisms that cause disease. Whilst "antiseptic" and "disinfectant" are sometimes used interchangeably, a disinfectant is defined as being for application to an inanimate object, whereas an antiseptic is for application to skin. A solution may have both a disinfectant function and an antiseptic function depending on the dilution that is used. In general, disinfectants tend to be stronger, skin irritating and more toxic than antiseptics.

An antiseptic may work against particular types of bacteria, viruses or fungi and can come in many different forms. Most people have at some time used an antiseptic cream, lotion or solution on cuts and grazes or minor skin infections. In fact, the most common application for an antiseptic is for the treatment of wounds such as cuts, scratches and grazes.

The first step to wound treatment is to remove foreign material. From there, the use of a cream-based antiseptic assists in creating a moist environment to promote healing and support the body's natural mechanism of wound repair.

Skin provides a natural barrier to infection for the body. When skin is broken, it creates the risk of micro-organisms entering the body and causing infection. Infection is one of the most frequent



brand awareness and market strength. Savlon has not only penetrated so many Australian households but has also penetrated Australian hearts, resulting in strong loyalty to the brand.

Despite the introduction of many competitive brands of antiseptic creams, Savlon remains the number 1 antiseptic cream in Australia. Savlon extends into other antiseptic formats offering cream, liquid, powder and now a liquid treatment antiseptic.

HISTORY

The search for an antiseptic product which has high levels of safety and is effective for use on open wounds led to the development of Savlon by ICI in the UK.

ICI set out to design a molecule with special properties. It had to have a high level of safety because on open wounds the body's natural defence, the skin, has been damaged or removed. It had to kill a wide range of micro-organisms including Gram positive and Gram negative bacteria, yeasts and moulds to prevent any source of infection. Although gentle antiseptics were often very good at killing one type of organism, they had proved ineffective against the others.

The next desired property was that it must be persistent in effect since wounded skin takes time to heal.

Many years of research established that chlorhexidine was the antiseptic which had this combination of properties. To this day, it is one of the most useful antiseptics.

Savlon combines chlorhexidine with another antiseptic, cetrimide, which

is an effective antiseptic that soothes, prevents infection and promotes healing. Especially favoured for use on children, Savlon is the cream Mums turn to in first aid situations.

Continuous marketing investment and new product development has resulted in a 95%



complications of wound healing and must be avoided to enable proper healing. Ideal antiseptics reduce the risk of infection by killing organisms that are present and create an environment that will retard their growth by continuing to work after the initial application.

ACHIEVEMENTS

Savlon® has been entrenched for generations as





also has the property of cleaning wounds. An additional benefit of using cetrimide is that it helps the chlorhexidine to work in very dirty conditions which might render antiseptics inactive.

Povidone iodine is the other antiseptic used in Savlon products, such as Savlon Antiseptic Powder

and Savlon Antiseptic Treatment. Povidone iodine is a widely used antiseptic because it is fast acting and broad spectrum, killing a wide range of viruses as well as bacteria.

Savlon's wide availability in both pharmacies and supermarkets gives consumers convenience when purchasing Savlon.

Savlon is now marketed and developed in Australia by Boots Healthcare Australia. At the Boots Healthcare Australia complex in North Ryde Sydney, ongoing product development ensures Savlon continues to employ the very latest innovations in science and technology.

THE PRODUCT

Savlon is most often used topically rather than as a disinfectant because it contains powerful germ killing agents yet is gentle, soothing and does not sting. Savlon is renowned for its soothing effect.

Savlon Antiseptic Cream contains chlorhexidine and cetrimide to effectively kill germs. Its smooth moisturising cream base allows gentle application onto damaged skin. Savlon Cream is suitable for treating minor cuts and burns, grazes, scratches, blisters, insect bites, windburn, sunburn, nappy rash or even cracked and itchy skin. Consumers can use Savlon Cream for a variety of first aid and skin irritation requirements without having to purchase individual products for each condition.

Savlon Antiseptic Liquid also contains chlorhexidine and cetrimide to thoroughly cleanse and rapidly protect against infection. Savlon Antiseptic Liquid is ideal for cleansing wounds on children because it is kind to skin. Savlon Liquid can also be used on spots, pimples and shaving cuts.

Savlon Antiseptic Powder can be sprinkled on to a wound for 'no-touch' antiseptic protection whilst absorbing fluids from wounds. Savlon Powder contains povidone iodine and is a fine dry powder with moisture absorbing properties for treatment of wounds requiring a dressing making it ideal for treating weeping wounds. Savlon Powder is also recommended for minor cuts and

abrasions, tinea, minor scalds and minor burns.

RECENT DEVELOPMENTS

For years povidone iodine has been used in hospitals as it is the most potent germicide. Povidone iodine is broad spectrum killing bacteria, spores and viruses. Savlon Antiseptic Treatment Liquid was recently launched to give consumers more choice from the Savlon range. Savlon Antiseptic Treatment is a povidone iodine liquid for the prevention and treatment of infection in minor cuts and grazes without stinging. This new Savlon product is also sold in supermarkets as well

as pharmacies to

make a povidone iodine liquid treatment easily and conveniently available to consumers.

The introduction of new tamper evident packaging across the Savlon range has proved especially popular both with consumers and retailers. It gives customers extra peace of mind that the products have not been contaminated in any way which is especially important for an antiseptic.

PROMOTION

The name Savlon has been built into an icon brand over generations. During the 1980/90 period, the successful 'Savlon Soothes' campaign continued to reinforce the benefits and brand values of Savlon.

In more recent times, the marketing focus has been on new packaging, product development and distribution as Savlon moves into the new millennium.

Savlon was supported with new advertising in early 1999 ensuring that Savlon remains at the top of consumers minds as their first cream choice when dealing with life's little emergencies.

BRAND VALUES

The Savlon brand is constantly supported by consumer research to ensure its continuing value and relevance to people.



The brand personality of Savlon is often described by consumers in terms such as 'comforting' and 'soothing' as well as 'tried' and 'trusted'. It's the product that you, your mother and even her mother would always turn to.

Awareness of Savlon Cream among consumers is high at 95%. The cream form continues to drive Savlon's brand equity as soothing, healing and protecting. However, now there is growing awareness of the range of Savlon products and with the launch of the Antiseptic Liquid, Savlon is continuing to offer efficacious products that are soothing and kind to skin.

For consumers, "soothing" and Savlon go hand in hand. Australians have trusted Savlon for generations, and have grown up with it as their preferred first aid cream.

THINGS YOU DIDN'T KNOW ABOUT SAVLON

- Savlon Cream is widely used not only to treat cuts, scratches, grazes and burns but also to treat insect bites by preventing infection and helping the skin to heal.
- When surf-lifesavers "Sav-Up", they are applying Savlon Cream to help them slide on their rowing seat, whilst also preventing irritation and infection.
- Savlon is appropriate first aid treatment for children. Savlon Cream also treats nappy rash on babies.
- Savlon Antiseptic Liquid has been specially developed to cleanse wounds and kill germs to prevent infection whilst being kind to skin.

