







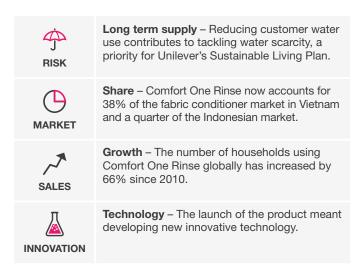
WHY

Unilever brand Comfort is helping reduce water consumption in laundry with a one rinse fabric conditioner.

HOW

- In 2012, Unilever launched the Comfort One Rinse fabric conditioner in Asia, where water scarcity is a daily issue.
- The product reduces the water used in rinsing, the most water intensive phase of laundry.
- The adapted product also saves customer time and effort by making the rinsing phase of laundry easier.

BUSINESS VALUE



CONSUMER VALUE



FUNCTIONAL

Comfort One Rinse allows customers to use less water in areas where water scarcity is a daily issue.



EMOTIONAL

Before the product launch, customers said they saw rinsing as a chore, something they wanted to do more efficiently so they could "spend more time with their loved ones." The product enables that family time.

RESULTS

- Comfort One Rinse can save up to 30 liters of water per wash and up to 3 hours of time spent doing laundry per week. Source
- As of 2012, the product is being used in 28.7 million households globally, a 66% increase since 2010. Source

