

NielsenIQ Brandbank

Comfort Fabric Conditioner Pure 33 washes 990 ml



EAN

8720181332012

Target market(s)

GB, IE

Components

Ingredients

5-15%: Cationic Surfactants. <5%: Perfume, Lactic Acid, Sodium Benzoate

Product Description

Brand

Comfort

Features

Comfort Pure Ultra-Concentrated Fabric Conditioner is the number one fabric conditioner for sensitive skin in the UK* and this bottle lasts for 33 washes in total

This fabric softener is hypoallergenic, dermatologically tested and gentle next to sensitive skin

Comfort's skincare research is recognised by the British Skin Foundation, so you can rest assured that this fabric conditioner will not cause irritation

This gentle, yet effective fabric softener helps to smooth the fibres in your family's clothes and keep them soft

Comfort Pure Fabric Conditioner is suitable for the whole family

Add this gentle fabric conditioner to your wash, along with Persil Non Bio laundry detergent to leave your clothes fresh, soft and with a delicate, long-lasting fragrance

Standardised Brand

Brand - Comfort

Marketing

Company Name

Unilever UK Ltd. / Unilever Ireland Ltd.

Company Address

Comfort,
Freepost ADM1000,
London,
SW1A 2XX

Unilever Ireland,
20 Riverwalk,
National Digital Park,
Citywest,
Dublin 24.

Product Marketing

Add a little love to your laundry with Comfort Pure Fabric Conditioner, the number one fabric conditioner for sensitive skin in the UK*. This gentle, yet effective fabric softener is gentle next to sensitive skin and helps to smooth the fibres in your clothes, leaving them lovely and soft. Specially formulated to be suitable for those with sensitive skin, Comfort Pure fabric conditioner is hypoallergenic and has been dermatologically tested. It has also been developed using skincare research recognised by the British Skin Foundation and is suitable for the whole family. To use: dose straight into your washing machine drawer next to your favourite detergent (we recommend Persil Non Bio liquid, powder or capsules). Do not pour directly onto fabrics. Wash hands after use. You do not need to dilute. Select your wash setting, then let your machine take care of the rest. Use Comfort Pure fabric conditioner in every wash to help fabric fibres stay smooth, leave a delicate, long-lasting fragrance on your clothes and make your laundry less wrinkled and much easier to iron. Comfort is the original fabric conditioner in the UK and has been caring for clothes for over 50 years. #LongLiveClothes *based on AC Nielsen, MAT, 26th February 2022

Brandbank Captured Pack Data

Pack Size

990millilitre €

Numeric Size

Numeric Size - 2.18

Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
10.51	4.13	2.44

(GS1 package measurement rules)

Country

Country of Origin - United Kingdom

Origin

Origin Free Text - United Kingdom

Customer Services

Manufacturers Address

Comfort,
Freepost ADM1000,
London,
SW1A 2XX

Unilever Ireland,
20 Riverwalk,
National Digital Park,
Citywest,
Dublin 24.

Telephone Helpline

(UK) 0800 776 647
(NI) 0800 783 9426
(ROI) 1850 388 399 (Callsave)

Web Address

www.comfortworld.co.uk
www.unilever.com

Extended Data

Description Breakdown

Functional Name - Laundry Conditioner Liquid



Comfort concentrate fabric conditioner contains amongst other ingredients:
5-15%: Cationic Surfactants,
<5%: Perfume, Lactic Acid, Sodium Benzoate.



Discover our
No.1
SENSITIVE SKIN DUO*

*Our Best-Selling NonBio Liquid and Comfort Sensitive Fabric Conditionery,
AC Nielsen, MAI, w/e06/10/2022

UK's
No.1
FOR
SENSITIVE
SKIN*

*based on AC Nielsen, MAT, 26th February 2022

GENTLE NEXT TO
Sensitive Skin



SUITABLE FOR
the whole family



Hypoallergenic



Dermatologically
tested



RECYCLABLE
BOTTLE*

*Recyclable excluding sleeve