

NielsenIQ Brandbank

Domestos Thick Bleach Citrus Fresh 750 ml



EAN

5000186811112

Target market(s)

GB, IE

Components

Ingredients

Disinfectant: Sodium Hypochlorite 4.5g per 100g <5%: Chlorine Based Bleaching Agent (Sodium Hypochlorite), Non-Ionic Surfactants, Soap, Perfume

Product Description

Brand

Domestos

Features

Domestos Citrus Fresh Thick Bleach cleans and disinfects surfaces around your home while removing stains
Domestos thick bleach eliminates 99.9% of bacteria and viruses
Domestos bleach can be used as a toilet cleaner, as well as a multi-purpose cleaner all around your home (once diluted)
Domestos disinfectant bleach prevents the build-up of limescale for up to 3x longer
Use Domestos, the UK's No.1 bleach brand*, to make your whole bathroom cleaner
Use our toilet cleaner with a Domestos Toilet Rim Block for maximum germ protection

Standardised Brand

Brand - Domestos

Marketing

Company Name

Unilever UK Ltd. / Unilever Ireland Ltd.

Company Address

Unilever UK Ltd,
Springfield Drive,
Leatherhead,
KT22 7GR

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

Product Marketing

Domestos Citrus Fresh Thick Bleach bathroom cleaner, with anti-limescale active molecules, sticks even below the waterline to remove stains and help prevent the build-up of limescale for up to 3x longer than before. Our Domestos Bleach eliminates 99.9% of bacteria and viruses making it perfect for everyday use as a bathroom cleaner and kitchen cleaner**. This bleach gives you longer lasting protection and is a multi-surface cleaner – it can be used as a bathroom cleaner or even as a drain cleaner. This bottle of Domestos Citrus Fresh Thick Bleach disinfectant is a great option for protecting your family from germs in your home. How to use: Apply this thick bleach under the rim and leave it to act for 30 minutes to kill bacteria, fungi, viruses and spores. Domestos bathroom cleaner is also suitable for use in homes with septic tanks. Domestos has been protecting families against germs since 1929. Today, Domestos continues to protect millions of families with its full range of cleaning products, including thick bleach and bleach sprays which can be used as a multi-purpose cleaner all around your home, as a bathroom cleaner, or even as a drain cleaner. Toilet wipes, toilet rim block and sink and pipe unblocker products are also available to keep your home hygienic. We don't just protect families at home though, we fight poor sanitation globally too. We've helped more than 10 million people gain access to a clean and safe toilet, and thousands of children have benefited from clean water and toilet facilities in their schools; helping improve attendance and education. Support our work and help empower millions of families to have clean and safe toilets. Visit our website to find out more. *Nielsen, Total Market MAT, Toilet Cleaning, May 2022 **Always follow the on pack instructions for dilution.

Storage & Usage

Storage Type

Type

Ambient

Brandbank Captured Pack Data

Pack Size

750millilitre ☺

Numeric Size

Numeric Size - 1.65

Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
10.79	3.07	2.4

(GS1 package measurement rules)

Country

Country of Origin - United Kingdom

Origin

Origin Free Text - United Kingdom

Customer Services

Manufacturers Address

Unilever UK Ltd,
Springfield Drive,
Leatherhead,
KT22 7GR

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

Telephone Helpline

Questions, comments or suggestions?
Call our Domestos Hygiene Adviser:
*UK: 0800 776 645
NI: 0800 783 5604
ROI: 1850 301 302 (Callsave)

Web Address

www.unilever.com
www.domestos.co.uk
www.domestos.ie

Extended Data

Safety Warning

Keep out of reach of children. Keep only in the original packaging. Avoid release to the environment. Wear protective gloves and eye/face protection. **SWALLOWED:** Rinse mouth. Do NOT induce vomiting. Immediately call a POISON CENTRE or doctor/physician. **IF ON SKIN (or hair):** Remove/take off immediately all contaminated clothing. Rinse skin with water/shower. **IF IN EYES:** Rinse cautiously with water for several minutes. Remove contact lenses if present and easy to do. Continue rinsing. Collect spillage. Dispose of contents/container in accordance with local and national regulations. **DANGER WARNING!** Do not use together with other products. May release dangerous gases (chlorine). Causes severe skin burns and eye damage. Very toxic to aquatic life. Toxic to aquatic life with long lasting effects. May be corrosive to metals. **CONTAINS:** Sodium Hypochlorite, Sodium Hydroxide, Amines, Coco Alkyldimethyl, N-Oxides.

Description Breakdown

Functional Name - Bleach



ALWAYS WEAR GLOVES



REMOVE CHILD RESISTANT CAP



APPLY UNDER RIM



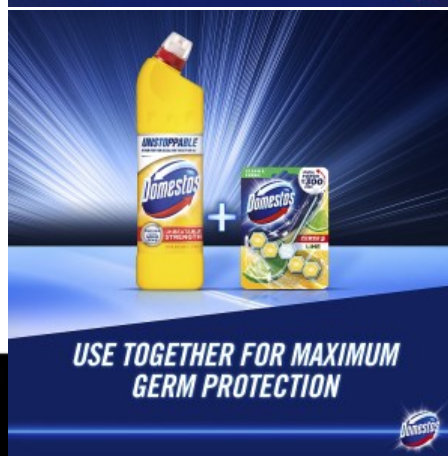
INGREDIENTS:

Disinfectant: Sodium Hypochlorite 4.5g per 100g of product.

<5%: Chlorine Based Bleaching Agent (Sodium Hypochlorite), Non-Ionic Surfactants, Soap, Perfume.



750 ml



USE TOGETHER FOR MAXIMUM GERM PROTECTION



KILL'S 99.99% OF BACTERIA AND VIRUSES*

*Bacteria and enveloped viruses like Vaccinia virus, when used neat





**PREVENTS THE BUILD-UP
OF LIMESCALE**

for up to 3x longer