

# NielsenIQ Brandbank

## Domestos Thick Bleach Original 750 ml



### EAN

5000186481001

### 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 Original 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 Original 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 Original 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. Use biocides safely. Always read the label and product information before use. 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 blocks 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](http://www.unilever.com)  
[www.domestos.co.uk](http://www.domestos.co.uk)  
[www.domestos.ie](http://www.domestos.ie)

## Extended Data

### Safety Warning

Keep out of the reach of children. Keep only in the original container. Avoid release in the environment. Wear protective gloves/protective clothing/eye protection/face protection. 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. Call a Poison Center/doctor if you feel unwell. Collect spillage. Dispose of contents/container in accordance with national regulations. CONTAINS: Sodium Hypochlorite, amines, coco alkyldimethyl, N-oxides, Sodium hydroxide, 1-hexadecanaminium, N,N,N-trimethyl-chloride  
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



**INGREDIENTS:**  
Disinfectant: Sodium Hypochlorite 4.5g per 100g of product. <5% Chlorine Based Bleaching Agent (Sodium Hypochlorite), Non-toxic Surfactants, Soap, Perfume.

**INGREDIENTES:**  
Desinfetante: Hipoclorito de sódio 4.5g por 100g. <5% Agentes de branqueamento à base de cloro (Hipoclorito de Sódio), Tenssoactivos Não tóxicos, Sabão, Perfume.



**750 ml**



**USE TOGETHER FOR MAXIMUM GERM PROTECTION**

- 1** ELIMINATES 99.99% OF GERMS
- 2** PREVENTS LIMESCALE BUILD-UP
- 3** LONG-LASTING PROTECTION
- 4** REMOVES STAINS
- 5** MULTI-PURPOSE DISINFECTANT



**ELIMINATES  
99.99%  
OF BACTERIA  
AND VIRUSES\***

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

