

# Unilever launches Lifebuoy Clini-Care 10

Unilever's Lifebuoy product has moved into a new generation of germ protection, with the launch of its Lifebuoy Clini-Care 10, using new technology discovered by the group.

The Activ Naturol Shield technology is a combination of naturally occurring substances that, when combined with the best of cleansing technology, provides ten times better protection against disease-causing pathogens.

The product addresses all four key aspects of complete germ protection which are:

- Faster and better reduction in a wide range of germs.
- Superior germ reduction from the skin in actual handwash studies
- Longer lasting protection to reduce germ re-growth on the skin
- Milder skin cleansing to help prevent skin damage through germ attack on compromised skin

According to the company, it offers ten times better protection and ten times more skin care (vs a leading hygiene soap). The technology has been tested and validated at various internationally recognised and accredited laboratories.

The product is available in two variants - Lifebuoy Clini-Care 10 Complete and Lifebuoy Clini-Care 10 Fresh in bar sizes of 150g and 70g with an RSP of R11.99 and R6.99 respectively.

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