

Lifebuoy company essay



**ASSIGN
BUSTER**

Edward Jenner pioneered vaccination Edward Jenner, an English doctor, tested his theory that milkmaids who suffered minor cowpox never contracted smallpox by inserting pus from a cowpox pustule into a young boy. He was later proven to be immune and this became the first recorded vaccination. * 1799 Humphrey Davy discovered laughing gas for pain relief Humphrey Davy recognized the analgesic (pain-relieving) properties of nitrous oxide when he inhaled it while he had a toothache. He coined the term “laughing gas. 1847 Agassiz Semmes realized the importance of handshaking Semmes noticed student doctors would often attend autopsies where fatal viruses prevailed before entering his maternity ward. After introducing handshaking standards fatalities dropped from 10% to 1%. * 1890 Emil von Behring discovered antitoxins, which he used to develop diphtheria and tetanus vaccines Bacteriologist, von Behring, showed it was possible to make animals immune against tetanus by injecting them with blood serum from another infected animal.

Using this insight he created a vaccine against diphtheria. * 1894 William Hester Lever launched Lifebuoy in the UK as the Royal Disinfectant Soap Lever discovered carbolic acid as he sought the perfect formula for soap that could combat germs and still be affordable to everyone. He was bestowed the title Lord Leverage in recognition of his contribution to health and hygiene education. * 1897 Felix Hoffman invented Aspirin Hoffmann was researching something to relieve his father’s arthritis.

He studied French chemist Charles Sergeant’s experiments and created what we now know as aspirin. * standards fatalities dropped from to 1 * 1914 Lifebuoy soap sent to soldiers during WWI During WWI the brand

encouraged those not fighting on the front to send Lifebuoy soap to soldiers to help keep them healthy, hygienic and best able to serve. Through the role it played in safeguarding the health of soldiers Lifebuoy became something of a national hero.

War II broke out, Lifebuoy dispatched Lifebuoy-branded vans to some of the most badly ‘ blitzed’ areas in Britain equipped with hot showers, towels and soap for the inhabitants who no longer had access to basic amenities. * 1945

First vaccine for influenza discovered After decades of study, the first flu vaccine was tested in a mass immunization of the US army. The vaccine was a proven success. Army personnel remained largely immune compared with

unventilated Navy personnel who suffered regular bouts of infection. Sass

Looking good – smelling sweet By the late Sass new perfumed soaps had entered the market, targeting consumers seeking protection from Body

Dour. To attract the female audience, who were put off by Lifebuoy's carbolic smell, Lifebuoy introduced a new ingredient, Purpling, and changed the soap

to a softer, more feminine coral color. * 1960 * Treatment did 1961 MRS.

discovered in the United Kingdom MRS. was the first discovered ‘ superb – that has evolved a resistance to antibiotics making it very difficult to treat.

Many antibiotics against MRS. are in testing however handwashing remains central to prevention. * 1966 Invention of hand sanitizer Trainee nurse,

Hernandez discovered alcohol carried in a gel was a quick cleanser to kill germs and bacteria. Originally invented for use in hospitals, it is now a life-saver for mums everywhere.