

Dettol antiseptic liquid



INTRODUCTION * Dettol was first used in leading UK maternity hospital in the early 1930s. Shortly thereafter, in 1933, with the endorsement of medical profession, Dettol was launched to the general public. * Dettol is a brand of Reckitt Benckiser and has stood for its trusted production in India since 1930. * The brand is endorsed by the Indian Medical Association and has been voted among India's Most Trusted Brand in recent years. Reckitt Benckiser (India) Limited, formerly known as Reckitt ; Colman of India Limited, has many brands in India, namely " Dettol, Veet, Harpic, Mortein, Robin Blue, Cherry, Lizol, Colin, Dispirin, Brasso, Mansion and others.

PRODUCTS PORTFOLIO * Antiseptic Liquid * Hand Sanitizer * Medicated Plaster * Saving Cream with fresh fragrance * Body Wash * Soap – Original, Skincare, Cool, and Re- Energize * Liquid Handwash- Original, Skincare, Sensitive and Fresh * No Touch Handwash- Original and Cucumber

PRODUCTS UNDER BRAND

PRODUCTS UNDER BRAND APPROVED BY INDIAN MEADICAL ASSOCIATION
ANTISEPTIC LIQUID DETTOL ANTISEPTIC LIQUID Dettol Antiseptic Liquid is a proven safe and effective antiseptic that kills various bacteria and provides protection against germs which can cause infection and illness. It can be used safely for gentle antiseptic wound cleansing and also for personal hygiene. Dettol Antiseptic Liquid gently cleanses the skin and helps protect against infection from cuts, scratches and insect bites by killing germs. Dettol Antiseptic Liquid can also be used n the wash to freshen linen and nappies and in the bath to leave skin feeling hygienically clean and refreshed (kids older than nine months). SALIENT FEATURES * Dettol Antiseptic Liquid is a product, which has many uses for protecting the family from germs. *

Use with mopping water, to disinfect floors, completely. * Use in washing laundry to disinfect the clothes. * For first aid and personal care uses, Dettol Antiseptic Liquid must always be used, dilute in water. * Available in wide range of sizes from 5ml to 5 litre.

PROS AND CONS OF DETTOL ANTISEPTIC LIQUID
PROS: * Versatile * Disinfectant which kills bacteria and provides protection against germs. * Dettol is use to cleanse cuts and stings. CONS: * Be careful how you use. * Toxic BUYING MOTIVE OF A CONSUMER * Emergency antiseptic product. * Secondary uses in the form of bathing, cleaning floor, and shaving. * Cuts and bruises healer. * Concentrated antiseptic disinfectant which kills bacteria and provides protection against germs. REFERENCES * [www. google. com](http://www.google.com) * [www. dettol. co. in](http://www.dettol.co.in) * [www. wikipedia. com](http://www.wikipedia.com)