

# Personal Care

Alan Jope, President Personal Care



Unilever®



NOURISHES FOR STUNNING, HEALTHY-LOOKING HAIR

With coconut milk and aloe vera, our formulations nourish and replenish for stunning, healthy-looking hair. Inspired by nature, professional-quality results.



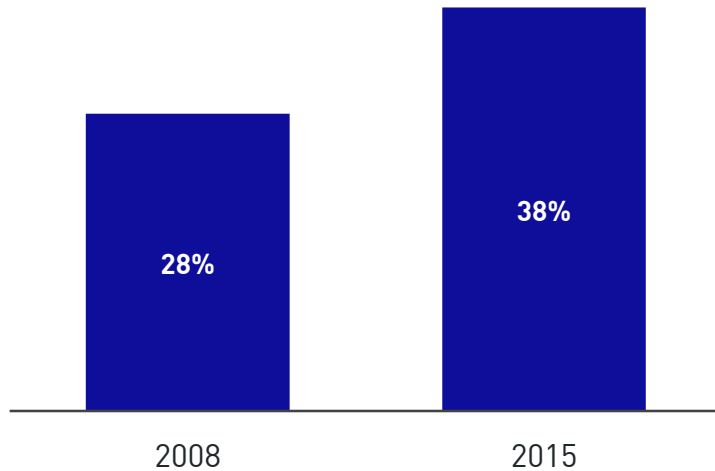


## Our Business

# A Transformed Business

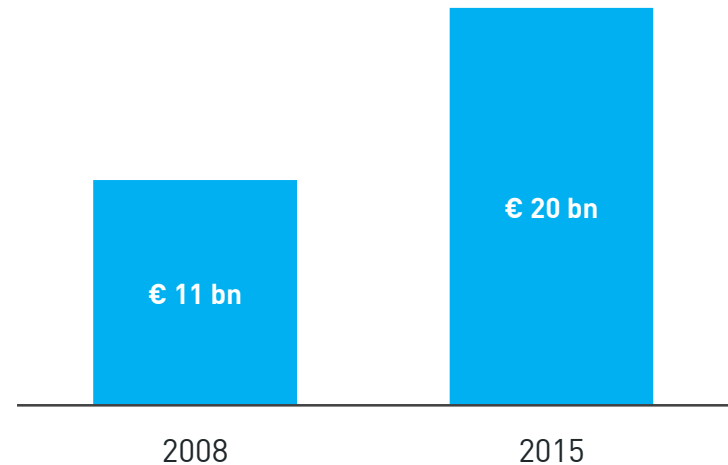
## An increasing part of Unilever

Personal Care as % of group sales



## Significant shift in scale

Personal Care Turnover



# Our Personal Care categories



● Global Leading Position

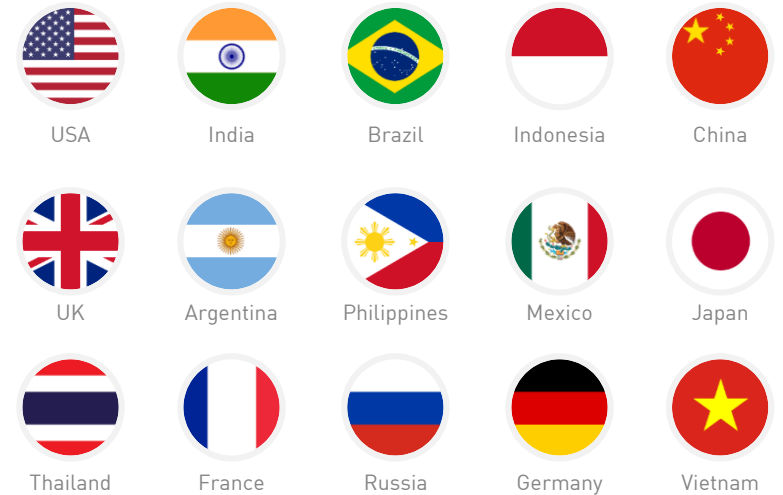
● Strong Challenger

# Our Top Brands and Countries

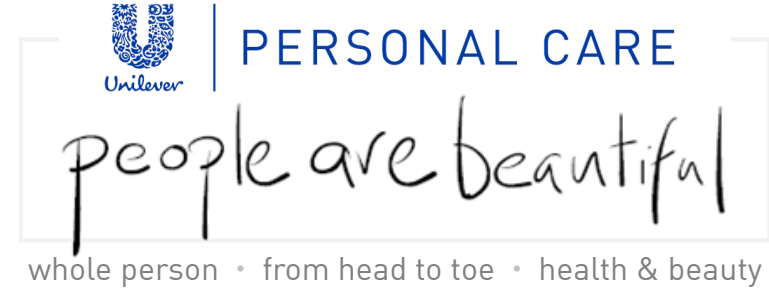
## Top 15 Brands



## Top 15 Countries

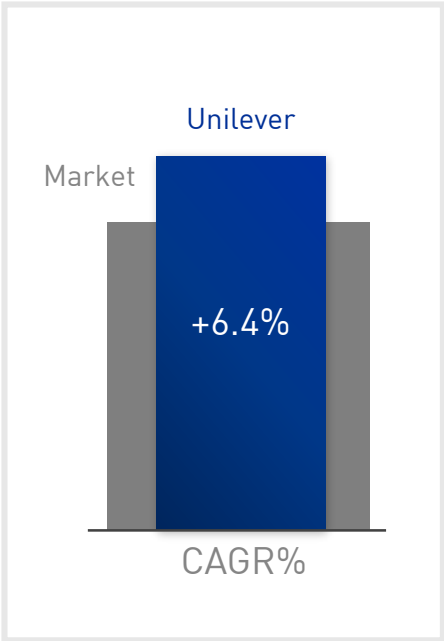


# Personal Care Category Role

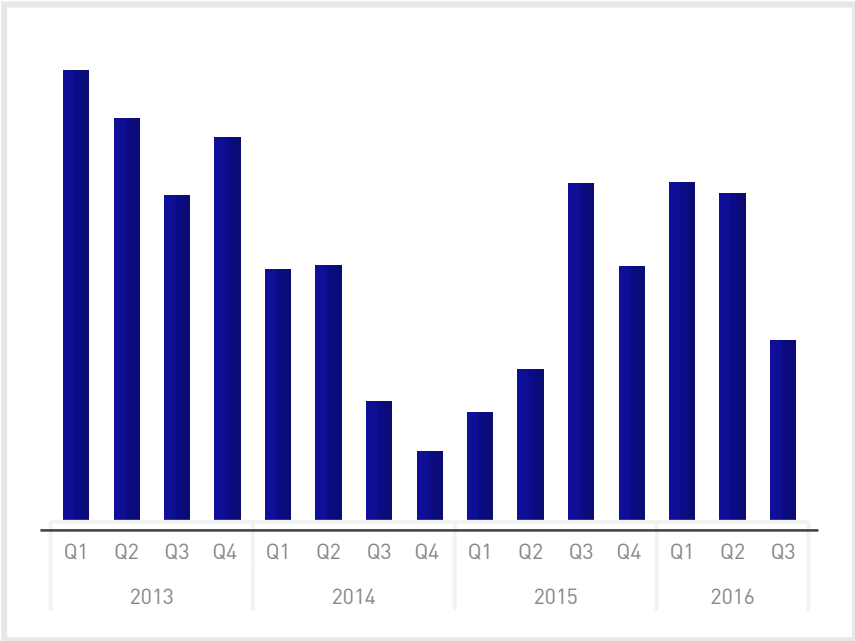


# Competitive Growth

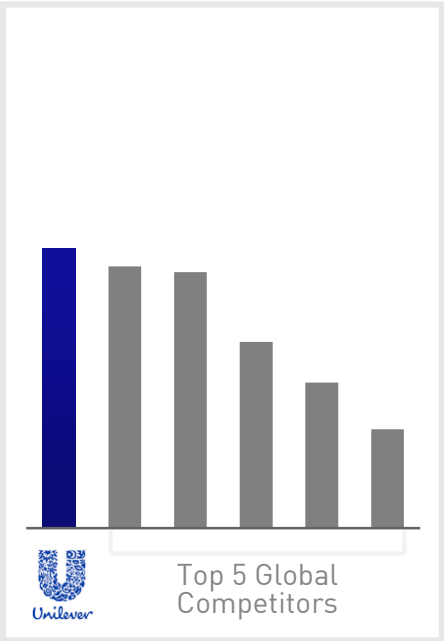
Unilever PC & Market CAGR, 2008 - 2015



Unilever PC Quarterly USG, 2013-2016



Global PC Competitor USG, January - September 2016





## Our Growth Strategy



# Personal Care Growth Strategy



# Market Development

## Deodorants Daily Usage



## Brush Day & Night



## Hair Regimen



# Premiumisation

## Brands



## Ranges



## Formats



# High Growth Consumer Segments: Men

Axe



Dove Men+Care



Dollar Shave Club



# High Growth Consumer Segments: Muslim Consumers

## Innovation



## Communication



# On Trend Benefits

## Naturals



The image shows a white bottle of Simple Kind to Skin micellar cleansing water and a white packet of Simple Kind to Skin micellar cleansing wipes, both surrounded by water droplets and bubbles. The bottle has a green cap and the Simple logo. The packet is labeled '90% No.1' and 'WITH MICELLAR TECHNOLOGY'.

**simple**  
SENSITIVE SKIN EXPERTS

micellar  
gentle cleansers

for make-up free  
and instantly  
hydrated skin

## Therapeutics



The image displays a collection of Zendium oral care products. On the left, four boxes of Zendium toothpaste are stacked vertically, each with a different benefit: 'PROTECTION COMPLETE', 'SENSIBILITÉ', 'BLANCHEUR ET DOUCEUR', and 'FRAÎCHEUR'. On the right, there is a white bottle of Zendium mouthwash and a white toothbrush with a blue handle. The bottle is labeled 'PROTECTION COMPLETE' and 'Juniors 7+' and 'Kids 1-6'. The toothbrush has the Zendium logo on the handle.

**zendium**  
BOOSTE LES DÉFENSES NATURELLES DE LA BOUCHE

PROTECTION COMPLETE

SENSIBILITÉ

BLANCHEUR ET DOUCEUR

FRAÎCHEUR

**zendium**  
BOOSTE LES DÉFENSES NATURELLES DE LA BOUCHE

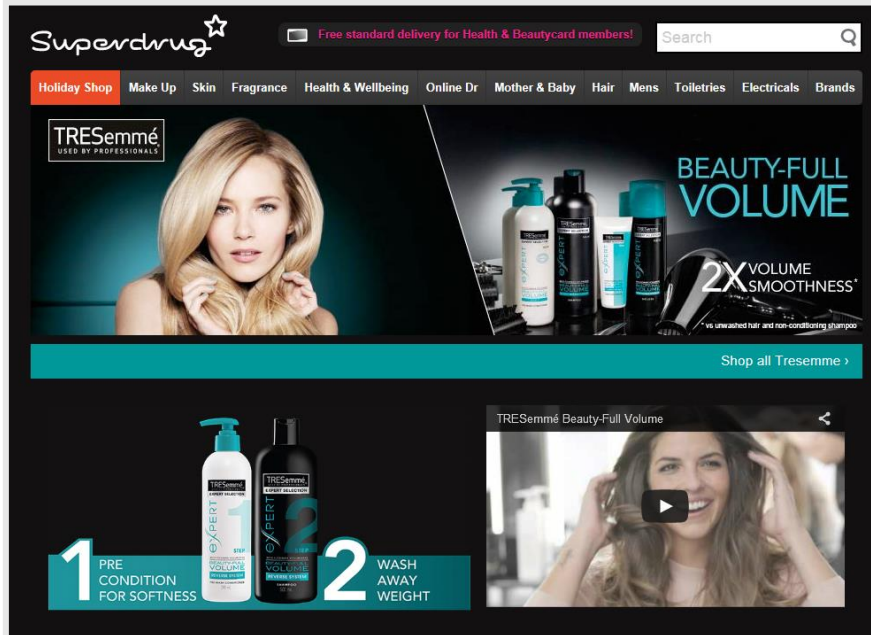
PROTECTION COMPLETE

Juniors 7+

Kids 1-6

# Winning Channels

## E-Commerce



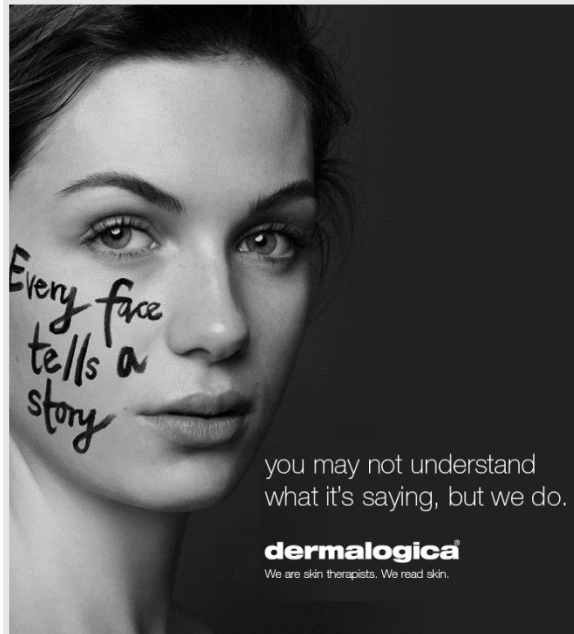
The screenshot shows the Superdrug website interface. At the top, the Superdrug logo is on the left, and a search bar is on the right. Below the logo is a navigation menu with categories: Holiday Shop, Make Up, Skin, Fragrance, Health & Wellbeing, Online Dr, Mother & Baby, Hair, Mens, Toiletries, Electricals, and Brands. The main banner features a woman with blonde hair and the TRESemmé logo. The text reads "BEAUTY-FULL VOLUME" and "2X VOLUME SMOOTHNESS". Below the banner is a teal bar with the text "Shop all Tresseme >". At the bottom left, there are two product bottles with numbered steps: "1 PRE CONDITION FOR SOFTNESS" and "2 WASH AWAY WEIGHT". At the bottom right, there is a video player with a play button and the text "TRESemmé Beauty-Full Volume".

## Drugstores



# Expansion: Prestige

## Dermalogica



## Murad



## Kate Somerville







**Connected 4 Growth**

## More Global: Category Expertise & World Class Technology



# More Local: Consumer Insight & Execution

## Vaseline Example



# Agility in the Connected World

## Capabilities



## In-house Creative

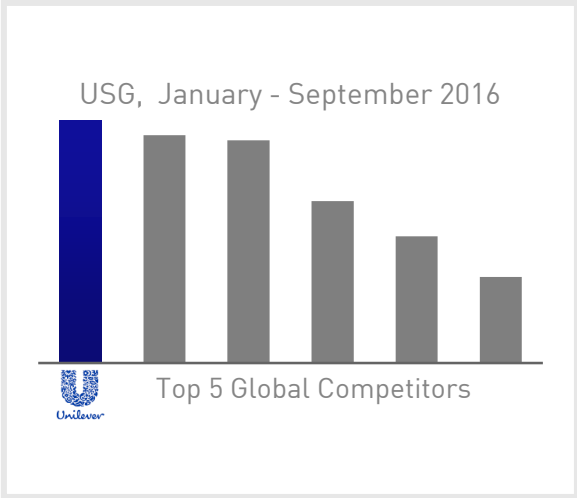


## Pitch Co-creation Centre

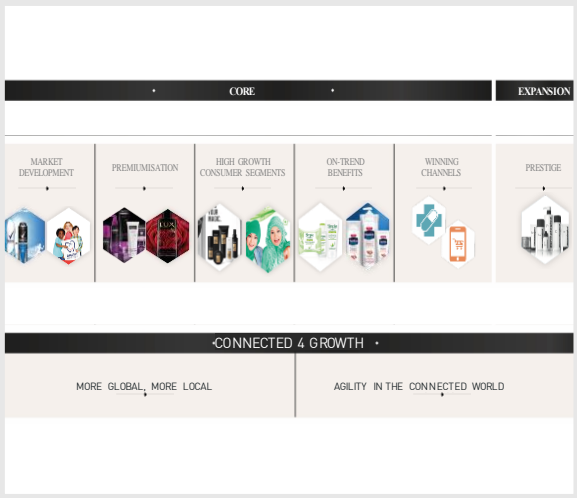


# Personal Care

## Strong Performance



## Strategy for Growth



## Connected 4 Growth



# Personal Care

Alan Jope, President Personal Care



Unilever®

LUX  
LUMINIQUE

My only night time luxury  
Enchanting hair bath time

Renewed Non Silicone from LUX

