



Honours for Lifebuoy's Swasthya Chetna programme

Lifebuoy is the first brand to ever be honoured by the Indian postal department with a special Lifebuoy Swasthya Chetna postal cover, released to mark World Health Day

To mark World Health Day, on 7 April 2006, the Indian postal department released a special Lifebuoy Swasthya Chetna postal cover. Commenting on the occasion, Ms. K Noorjehan, Chief Post Master General said: *"I am privileged to release the Special Postal Cover in recognition of the phenomenal work done by Lifebuoy. On the occasion of World Health Day, I urge all my brothers and sisters to take personal hygiene habits like washing hands with soap seriously. I congratulate Lifebuoy and Hindustan Lever for initiating and assiduously implementing this socially beneficial movement"*.

The Department of Posts has a long history of honouring great personalities, institutions and monuments through commemorative postage stamps. A few events are commemorated by the Department of Posts through the issue of a Special Postal Cover with special cancellation. Special Postal Covers are of great importance and philatelic relevance that have emerged as a vehicle to accord symbolic recognition to past and present events and to honour individuals, institutions and organizations.

Lifebuoy is the first brand to receive this honour and recognition in India.

About Lifebuoy and Swasthya Chetna

Lifebuoy's vision is to make 5 billion people feel safe and secure by meeting all their personal care and hygiene and health needs. In India, Lifebuoy's Swasthya Chetna programme clearly demonstrates this commitment to purposeful action towards cleaner, healthier and more hygienic communities.

Lifebuoy's Swasthya Chetna programme is one of the largest sustainable direct contact programmes for hygiene education in the world. Started in 2002, the aim of the programme is to create awareness about disease causing germs and to promote basic hygiene practices like washing hands with soap as a preventive measure. To date, Swasthya Chetna has touched the lives of 70 million Indians across 18,000 villages, with its unique communication tools like flip chart stories, glow germ demonstrations, germ mask games, health rallies/message stenciling and other community activities. In 2006, the programme is being extended to an additional 10,000 villages.



Above: Department of Posts, India, launches Swasthya Chetna postal cover

Below: Swasthya Chetna commemorative postal cover

Further Information

- About the Lifebuoy Brand
- More information about Swasthya Chetna can be found in the Social Mission - Projects area of Lifebuoy.com



About the Lifebuoy brand

Lifebuoy has championed a message of health through hygiene consistently through a history that stretches back over 110 years. This message is more important than ever in many developing countries, where millions of lives can be saved simply by hand washing.

Lifebuoy is one of Unilever's oldest brands; launched in the UK in 1894 as the first affordable soap, supporting people in their quest for better personal hygiene. Today, Lifebuoy is mainly sold in Asia and parts of Africa – in fact, it is the market leader in every Asian market where it is sold. Nearly half of Lifebuoy brand's consumption is in rural Asia, where most of the population live on less than US\$1 per day and hygiene issues like hand washing are vital to the health of the population.

Lifebuoy's vision is to make five billion people in the world feel safer and more secure by meeting fundamental health and hygiene needs. Partnerships play a central role in delivering this vision. Working with organisations like the World Bank and UNICEF helps Lifebuoy to reach into new markets and change the behaviour of billions of consumers through joint initiatives promoting handwashing with soap.

For Lifebuoy, the partnership activities go to the very heart of the brand's ambitions and are, in every sense, vitality in action. These programmes bring benefits to everyone involved: they support the brand's growth plans, enable Lifebuoy's partners to achieve their public health goals, and help people throughout the developing world to live with greater freedom from health problems.

Unilever Values

Unilever's mission is to add vitality to life. We meet everyday needs for nutrition, hygiene, and personal care with brands that help people feel good, look good and get more out of life.

As a multi-local multinational, Unilever aims to play its part in addressing global environmental and social concerns through its own actions, and working in partnership with stakeholders at local, national and international levels.

Further Information

Visit www.unilever.com for more details about Unilever's corporate strategy and Vitality mission.
