



Brought to you by Skip – caring for clothes. Caring for the environment.

## Small actions = big change.

Laundry uses up resources and produces waste, all of which affect the environment. In a world of climate change and water shortages, we believe it's our job to reduce even further this impact, both in the way we make our products, and by helping people make small changes to the way they use them.

We've looked at how the laundry process interfaces the environment- from the raw materials we use, to the way we make the product and even how our consumers use our products. Below is an example of what a product footprint for Green house Gas would look like.



Source for footprint and breakdown below: Unilever 2008 baseline study across 14 countries. Total in tonnes.

A large % of Green house Gas comes from heating water in machines. This is why we strive to bring you top performing products that give you a great clean at low temperatures. But we're also committed to reducing our impact across the entire value chain and are constantly seeking new and innovative ways to reduce our environmental impact throughout the laundry process.

We promise to do our bit – and you can help make an even bigger difference by doing some of these simple things...

### Save Energy

Try washing at low temperatures as often as you can. You can get brilliant cleaning from as low as 15°C. Even at 30°C you can save up to 40% on energy and cut your electricity bill too.

### Save Water

We recommend you always wash with a full load. Also, thanks to our great formulas there's no need to pre-wash. Doing this will save water and reduce your utility bills.

### Recycle The Bottle

The New Skip Concentrated Liquid Detergent comes in a recyclable bottle. So now you can do your bit for the environment by switching from a powder to the liquid and recycling the container.

### Reduce Packaging Waste

Buy a concentrated pack. Concentrated products use less packaging which is why we have concentrated our liquids. If everyone used a concentrated product, we could take the equivalent of a million cars off the road.

### Dose Correctly

With the great cleaning power that is delivered by our products, there is no need to over dose. By using the right dose in each wash, you'll save unnecessary detergent and money at the same time. So make sure you check the pack for instructions before your wash.

