



PZ CUSSONS' CAREX PARTNERS WITH THE GRUFFALO TO ENCOURAGE HAND WASHING AMONG CHILDREN

- Carex hand soap bottle featuring Gruffalo branding stocked in 4,000 stores
- Comes as new research reveals more than 60% of parents must remind their children at least three times a day to wash their hands
- PZ Cussons responding to desire from parents to make handwashing more fun

London, 11 March 2024 – PZ Cussons' antibacterial hand wash brand, Carex, has partnered with Magic Light Pictures, the license owner of the much-loved picture book *The Gruffalo*, to help combat the spread of germs amongst children.

The launch of The Gruffalo Deep Dark Forest Fruits hand wash comes as new research commissioned by PZ Cussons finds that almost half of UK parents (42%) think making handwashing more fun will encourage children to improve their hand hygiene.

In the survey of 151 parents, conducted by Toluna, more than 60% of parents also said they remind their children at least three times a day to wash their hands.

The hand wash uses artwork from the popular children's book on its packaging, featuring a bright purple colour, a nod to the iconic 'purple prickles' from the Gruffalo's back. The fragrance is also inspired by the story – a distinctive 'deep dark forest fruits'. Stocked in 4,000 stores across the UK, including the major multiple retailers including Tesco, Sainsbury's and Boots, it's available in both 250ML and 500ML sizes.

To mark the launch, PZ Cussons plans to work with another Gruffalo partner, Forestry England, to raise awareness of and educate parents and children on the importance of hand washing through their various Gruffalo themed trails. PZ Cussons also plans to launch an influencer engagement programme to drive engagement via social media.

This partnership supports Carex's ongoing commitment to increasing awareness of the importance of hand hygiene in the UK. Carex has been the UK's number one antibacterial handwash for over 30 years and has washed approximately 30 million hands in the last year.

Paul Yocum, Chief Growth and Marketing Officer at PZ Cussons said: *"Our research shows that parents are in a constant battle with their children to get them to wash their hands, but this new collaboration is making the handwashing experience more enjoyable. We're delighted to be partnering with such an iconic children's brand like The Gruffalo; and as the UK's number one antibacterial hand wash brand, we're excited to be injecting a bit more fun into the handwashing experience for parents and children across the UK".*

Aidan Taylor-Gooby, Head of Licensing at Magic Light Pictures said: *"We are delighted to be partnering The Gruffalo with PZ Cussons on the new Carex Deep Dark Forest Fruits hand wash. Carex is trusted by families nationwide to combat the spread of germs and we are proud to help parents communicate the importance of good hand hygiene to children."*

.....

For further information please contact:

Headland Consultancy – 020 3805 4822
PZCussons@headlandconsultancy.com,

Notes to editors

About PZ Cussons

PZ Cussons is a FTSE250 listed consumer goods business, headquartered in Manchester, UK. We employ under 3,000 people across our operations in Europe, North America, Asia-Pacific and Africa. Since our founding in 1884, we have been creating products to delight, care for and nourish consumers. Across our core categories of Hygiene, Baby and Beauty, our trusted and well-loved brands include Carex, Childs Farm, Sanctuary Spa and St. Tropez. Sustainability and the wellbeing of people, families and communities everywhere are at the heart of our business model and strategy, and captured by our purpose: For everyone, for life, for good.

About Carex

Carex is the UK's #1 antibacterial hand wash brand. Established in 1993, it has maintained its number 1 position for 30 years, providing effective care and protection for consumers through its many hand wash and sanitiser products.

Carex targets families of all stages, bringing new and exciting innovations to the market. In the last year alone, Carex has washed over 20million hands –enough hand wash to fill 4 Olympic sized swimming pools.

The brand focusses on the positive benefits of practicing healthy hand hygiene – celebrating life's glorious messiness with its relatable TV advertisement and 'Life's a Handful' strapline.

About Magic Light Pictures

Magic Light Pictures was founded in 2003 and directly manages film production, licensing, global distribution and marketing of its productions and brands.

Magic Light has three Oscar nominations, and four BAFTA wins as well as numerous other international awards. The company has produced 10 half-hour specials based on the works of Julia Donaldson and Axel Scheffler – all have premiered on BBC One, Christmas Day. The films have been sold to over 180 broadcasters worldwide.

Magic Light also runs a cross-category international merchandising programme for The Gruffalo brand, with over 80 licensees and hundreds of products.

In 2021 Magic Light released its first children's series based on the collection of books by Axel Scheffler and Camilla Reid, Pip and Posy. The show premiered on Milkshake and is also available on Sky Kids and NickJr. The second season launched in Spring 2023, along with an educational exclusive for SKY in Autumn 2023. The licensing programme is launching in Spring 2024.