

Discover Unilever



Unilever

adding
vitality to life





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Vitality in all our brands

It's no coincidence that we have chosen Vitality as the focus for our future development. Our brands are loved all over the world because they help people to get more out of life. Here's a look at some of the world's favourites.



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Vitality by understanding consumers

Decades of research and experience have given us insights into today's consumer needs. Read all about our brands that continue to lead the way in both marketing and product innovation.



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Vitality in our business

By working with the communities in which we operate, we can make a positive difference that benefits all of us. Find out how we inject Vitality into the world around us.

01

Our mission

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.

Our brands make our business

With 400 brands spanning 14 categories of home, personal care and foods products, no other company touches so many people's lives in so many different ways. After all, it's what we do every day – including how we eat and care for our bodies and our homes – that shapes the quality of our lives.

Our brand portfolio has made us leaders in every field that we work in, from much-loved world favourites including Lipton, Dove and Omo, to locally known and trusted brands such as Blue Band and Suave.

Ever since the 19th century, when William Hesketh Lever stated that the Company's mission was "to make cleanliness commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, that life may be more enjoyable and rewarding for the people who use our products", Vitality has been at the heart of our business.

It's the common thread that links our brands and it's central to the unique way we operate around the world.



Vitality means different things to different people. Some see it as bouncy energy, others view it more broadly as a healthy state of body and mind – of feeling alive. Whether it's shiny hair and a brilliant smile, or a great cup of tea with a seriously satisfying meal or snack, millions of consumers use our products at key points in their daily lives to help them get more out of life. And we're committed to improving Vitality in the lives of everyone our Company and products touch – inside and out.

150 million times a day, in more than 100 countries, people choose Unilever brands.

We want our consumers to appreciate the role that our brands play in their daily lives by delivering more intense, rewarding, life experiences. From warm, comforting soups when you're feeling low, to sensuous soaps for feeling fabulous, our products all have one thing in common – Vitality. It's all about the unique ways in which each one of us gets the most from life.

Vitality in all our brands



First launched in France in 1983, our leading male grooming brand, Axe, is now giving guys the edge in the mating game in over 60 countries.



Building brands you can trust

Today's consumers demand more from the companies behind their favourite brands, and trust is an important part of the picture. When it comes to great products, our brands speak for themselves.

Food for vital living

What we eat and drink has a big impact on how we feel, so it's important to maintain a healthy balance of diet and exercise – without compromising on taste or lifestyle.

From freezing freshness...

Not a lot of people know this, but freezing is one of the best ways to preserve the goodness of fresh produce. The teams at our frozen foods brands, Iglo/Birds Eye/Findus, believe that the best way to great-tasting, healthy food is the natural way. So from farm to fork we carefully grow, develop, produce and market a complete range of frozen food products including vegetables,

prepared meals, recipe dishes and seafood, ensuring we keep in all of the goodness without any preservatives, just like nature intended.

And don't forget that we're also the world's largest ice cream manufacturer thanks to the continued success of our Heartbrand – which includes Magnum, Cornetto, Carte d'Or and Solero – and Ben & Jerry's and Breyers in the US. Although ice cream is ultimately about pleasure and fun, Unilever was the first to improve the nutritional profile of its products by lowering fat and added sugar, increasing the amounts of milk and fruit used and removing artificial flavours and colourings from our kids' range.

... to a great cup of tea

Lipton has made a big splash in the global beverages market with tea-based drinks including the international Lipton Ice Tea range, the Lipton range in North America and Lipton Yellow Label, the world's favourite tea brand.



INSIGHT 02
BECEL/FLORA PRO•ACTIV
PRODUCTS HAVE BEEN
RECOGNISED AS THE
MOST SIGNIFICANT
ADVANCEMENT IN THE
DIETARY MANAGEMENT
OF CHOLESTEROL IN
40 YEARS.



DID YOU KNOW?

LUX BECAME THE FIRST MASS-MARKETED SOAP WHEN IT WAS LAUNCHED IN 1924. TODAY, IT ACHIEVES GLOBAL SALES OF OVER €1 BILLION PER YEAR. OTHER PERSONAL CARE BRANDS INCLUDE: AXE DOVE PONDS REXONA SIGNAL SUNSILK

UNILEVER, WITH GREEN-PEACE, HAS DEVELOPED ICE CREAM CABINETS USING HYDROCARBON RATHER THAN CFC OR HFC GASES. HYDROCARBON AVOIDS BOTH OZONE DEPLETION AND GLOBAL WARMING. BY THE END OF 2005, WE'LL HAVE NEARLY 100 000 IN THE MARKETPLACE. OUR FOODS BRANDS INCLUDE: BECEL/FLORA PRO•ACTIV BERTOLLI HEARTBRAND ICE CREAM HELLMANN'S IGLO/BIRDS EYE/FINDUS KNORR LIPTON RAMA/BLUE BAND/ COUNTRY CROCK SLIM•FAST

DOMESTOS IS A BEST-SELLING BRAND IN NINE OF THE 35 COUNTRIES THAT IT IS SOLD IN. OUR HOME CARE BRANDS INCLUDE: BRILHANTE CIF COMFORT OMO SNUGGLE SURF

WEB LINKS:

Bad hair day? Get some styling advice at:
www.sunsilk.com

Discover how you can make your skin glow at:
www.unileverceylon.com/UL/rexona

Add some more softness to your life at:
www.snuggletime.com

Make life taste even better at:
www.hellmanns.com

Need to lose a few pounds? Visit:
www.slim-fast.com

Get refreshed at:
www.lipton.com

Need clothes care tips? Visit:
www.omocareline.com.au/omo

Taste the fun side of life with ice cream at:
www.icehot.com



Vitality

INSIGHT 01
THE FREEDOM TO ENGAGE
IN MESSY PLAY PROVIDES
VALUABLE OPPORTUNITIES
FOR CHILDREN TO FULLY
DEVELOP PHYSICAL
SKILLS, LEARN HOW TO
THINK CREATIVELY AND
SOLVE PROBLEMS.



Take good care of yourself

Our home and personal care brands all help people to keep their homes and bodies clean – a prerequisite for health and Vitality in general. They also help people to look great, every day.

From shiny hair...

All of us have bad hair days when we're leading busy lives. Thankfully, Sunsilk has always been a pioneer in the field of hair care. So when we say that we focus on using ingredients such as sunflower, henna and amla (Indian gooseberry) that are tried and trusted by communities all over the world, we mean that if you do have to spend a little extra time getting your style right on off-days, at least you can do it naturally.

... to a brilliant smile

Your teeth, and your smile in particular, speak volumes about your personal Vitality and general health. To highlight the importance of oral care in our overall health, Unilever's oral care brands Mentadent, Pepsodent and Signal have teamed

up with the world's largest dental federation, the FDI, representing over 750 000 dentists across the globe.

... to clean, fresh living

Our laundry brand, Omo, encourages children to feel the freedom to get dirty so they can experience more of life. Although it might sound strange to say it, we believe that getting dirty is an important part of a child's development. It's how children learn, express their creativity and even bolster their immune systems.

The idea that dirt is good is supported by patent-protected technology that gives children the freedom to get dirty, safe in the knowledge that Omo will remove those awkward stains. Our new effervescent innovation, which cleans deep inside areas such as pockets, is just one example.

To help our consumers get more out of life, we need to understand what they want.

We're always developing new products and improving tried and tested brands to help our consumers get what they want from life. By focusing on improving diets and lifestyles, we can keep our consumers healthier for longer, help them to stay looking good, and give children the best start in life.

Vitality by understanding consumers



The reason that smells can have such a powerful effect on us is something of a mystery. But the peace, energy or good night's sleep that scents can induce are little short of miraculous. Our laundry brand Comfort works to help consumers use the power of scent in their everyday lives.



fat?
 fit?

Getting to know you

Unilever has always developed innovative new products and entered new markets. Our strong roots in local markets and first-hand knowledge of local cultures means that we can respond quickly to consumers' changing needs.

Frontrunners in research

Consumers see health in broad terms – it stands for both nutrition and hygiene. We invest over €1 billion each year in cutting-edge research and development. We also have five laboratories around the world that explore new thinking and techniques, giving us unrivalled insights that help us to develop our products.

A brand bursting with goodness

Knorr is our biggest food brand, with a strong presence in over 80 countries and a product range covering a variety of different soups, bouillons, sauces, noodles and complete meals.

Our chefs, scientists and producers at Knorr believe that every meal is an opportunity to create a little magic – from a steaming bowl of soup to a hearty, warming stew.

Knorr Vie is just one example of our continuing drive for innovation. Vie was formulated as a direct response to growing consumer needs for ideas and products that are both tasty and nutritious.

Vie shots are smoothie-style fruit and vegetable mixes. They are designed to make access to the goodness of fresh fruit and vegetables easier for today's on-the-go generation, who find it difficult to develop and maintain healthy eating habits.



INSIGHT 04

KNORR VIE SHOTS ARE 100% NATURAL – WE DO NOT USE ANY EXTRA SUGAR, SALT, OIL OR FAT, EXTRA VITAMINS, PRESERVATIVES, E-NUMBERS, ARTIFICIAL AROMAS, COLOUR OR TASTE ADDITIVES.



It packs the equivalent of 200 grams of fruit and vegetables, into a small, 100ml bottle that can be consumed anytime, anywhere, as part of a healthier diet.

Dove builds on consumer trends

Dove's beauty philosophy – that real beauty comes in many shapes, sizes and ages – aims to make beauty more democratic and inclusive by reflecting women as they really are. Our campaign was first launched in Europe with a ground-breaking advertising campaign for Dove Firming Lotion featuring real women of different ages, shape and colour. Since then, our philosophy has evolved into a fully-fledged, award-winning campaign, including an interactive website where consumers can discuss beauty-related issues.

Unilever has donated \$2.76 million to set up and run a Girl Scout/Unilever Self-Esteem Programme project called 'uniquely ME!' in the USA and Puerto Rico. Now led by Dove, it's a national

drive to learn more about and raise awareness of self-esteem in girls, and at the same time run community-based activities aiming to make a real difference to girls' lives.

Talk to us

We know that listening to others can strengthen our relationships and helps us to succeed as a business.

We are engaged in a continuous conversation with consumers to understand their diverse tastes, needs and market trends. As part of this, we operate consumer carelines, provide information about our business and brands through websites, and conduct regular consumer research.



INSIGHT 03

A MAJOR STUDY COMMISSIONED BY DOVE REVEALED THAT TWO-THIRDS OF THE WOMEN INTERVIEWED CLAIMED THAT MEDIA AND ADVERTISING SET AN UNREALISTIC STANDARD OF BEAUTY THAT MOST WOMEN CAN'T EVER ACHIEVE.

DID YOU KNOW?

IN THE MID-90S, WE LED OUR INDUSTRY BY LAUNCHING A PROGRAMME TO ELIMINATE ALMOST ALL TRANS FAT FROM OUR MARGARINE.

IN INDIA, HINDUSTAN LEVER HAS LAUNCHED A HANDWASH LAUNDRY PRODUCT, SURF EXCEL QUICK WASH, WITH A LOW-FOAMING FORMULATION, WHICH REDUCES THE AMOUNT OF WATER NEEDED FOR RINSING BY UP TO TWO BUCKETS PER WASH. THE LAUNCH WAS COMBINED WITH A CONSUMER EDUCATION PROGRAMME IN AREAS WITH WATER SHORTAGES.

RECENT BREAKTHROUGHS AT REXONA INCLUDE REXONA CRYSTAL, A DEODORANT THAT ELIMINATES THE UNSIGHTLY WHITE DEPOSITS ON DARK GARMENTS.

ADES, OUR SOY-BASED FRUIT DRINK, HAS BEEN GROWING AT THE IMPRESSIVE RATE OF 35% SINCE ITS LAUNCH IN 1997 IN LATIN AMERICA.

25% OF ALL OUR SALES ARE MADE THROUGH THE TOP 25 INTERNATIONAL RETAILERS; THE REST OF OUR BRANDS ARE SOLD THROUGH MILLIONS OF LOCAL STORES ACROSS THE WORLD.

WEB LINKS:

Tell the world what you think real beauty is at:
www.campaignforrealbeauty.com

Find out how to give your daily energy a boost at:
www.knorr-vie.com



Validity



We believe that the very business of 'doing business' in a responsible way has a positive social impact. We create and share wealth, invest in local economies and develop people's skills – both inside our organisation and in the communities around us.

Vitality clearly defines what we stand for: our values, what makes us different, how we contribute to society.



Vitality in our business

The use of wooden sticks for ice cream dates back to 1921. Today, almost all of the sticks we use across the world are from sustainable sources – including the ones in our popular brands such as Magnum and Solero.



Our Vitality mission

Vitality is not just about our brands and how we intend to grow our business. It applies to our culture and our commitments to society and the environment. It unites what we do as a business with the people who use our products and what they care about.

Our Corporate Purpose states that Unilever's mission is to add Vitality to life and that to succeed requires the highest standards of behaviour towards everyone we work with, the communities we touch and the environment on which we have an impact.

In February 2005, Unilever announced a series of significant changes to streamline its management and leadership. By reducing the layers within our top management structure, we've gained a greater simplicity, clarity of leadership and accountability. The dual Chairman/CEO structure was dropped and a new Executive team, chaired by Group Chief Executive Patrick Cescau, was introduced.



INSIGHT 05
WE REPORT ON ACTIVITIES SUCH AS INDIA'S PROJECT SHAKTI, WHERE WE WORK IN PARTNERSHIP WITH OTHERS TO TRAIN THOUSANDS OF WOMEN TO BECOME SMALL BUSINESS ENTREPRENEURS AND DISTRIBUTE OUR PRODUCTS TO RURAL CONSUMERS.

Former Joint Chairman Antony Burgmans is now Chairman of Unilever's Board of Directors.

The Executive team consists of three Regional Presidents (Europe, Americas, Asia/Africa), two Category Presidents responsible for the Foods and Home and Personal Care (HPC) categories, the Chief Financial Officer, and the Chief Human Resources Officer.

Taking responsibility

Our values are enshrined in our Code of Business Principles, which sets out our responsibilities and our commitment to business integrity. It provides a framework within which we work and worldwide standards on issues such as product safety and fair employment.

Keeping you in the picture

We communicate our performance and the progress we are making through the Environment and Society section of our website and publish annual social and environmental reports. We also produce a series of articles called 'Global Challenges: Local Actions' explaining how we work with others to tackle global social and environmental issues such as micronutrient deficiency, preventable hygiene-related disease and sustainable agriculture.



INSIGHT 06
WE EMPLOY 223 000 PEOPLE IN 100 COUNTRIES WORLDWIDE, AND SUPPORT THE JOBS OF MANY MORE THOUSANDS OF DISTRIBUTORS, CONTRACTORS AND SUPPLIERS.

Our people matter

At Unilever, business growth and personal growth are inseparable. By personal growth we mean giving individuals the space and encouragement to learn continuously, pursue their personal goals and develop professionally. We aim to create an inclusive environment in which people are encouraged to be themselves and express their individuality within a framework of shared values and goals, and through professional learning and development at our interlinked training academies.

For us, being inclusive is all about embracing difference, ensuring that we are inclusive both as individuals and as an organisation. We call this approach "looking through a diversity lens in everything we say and do". Our goal is to apply this approach to all processes and all parts of the business, from recruitment and development, to business decision-making, marketing and advertising.

To help us achieve this, an online toolkit is available for our employees to help individuals and teams to develop diversity capabilities. Our work in this area is led by Unilever's most senior executives.

While we are a multinational company, with operations in nearly 100 countries around the world, we also like to think of ourselves as multi-local. Each country has its own specific social and environmental challenges, and Unilever employees are actively encouraged to contribute their time and energy to local community activities and causes.

For example, to celebrate the launch of our Vitality mission, 3 500 volunteers from our Home and Personal Care business group took part in a fortnight of community volunteering across Europe, ranging from working with disadvantaged children to revitalising local neighbourhoods.

DID YOU KNOW?

IN MARCH 2005, UNILEVER LAUNCHED A GLOBAL COMMUNICATIONS CAMPAIGN, CALLED 'ENJOY NUTRITION', TO STIMULATE EMPLOYEES' INTEREST IN WHAT THEY EAT. IT HIGHLIGHTS THE IMPORTANCE OF BALANCING ENERGY INTAKE WITH ACTIVITY, UNDERSTANDING THE DIFFERENCE BETWEEN TYPES OF FAT, REDUCING SALT AND SUGAR CONSUMPTION, AND INCREASING FRUIT AND VEGETABLE INTAKE.

UNILEVER IS TRULY A MULTI-LOCAL MULTI-NATIONAL. WE HAVE OVER 20 NATIONALITIES IN OUR TOP 100 LEADERS AND 30% OF OUR MANAGERS ARE WOMEN.

IN ARGENTINA, A WORK EXPERIENCE PROGRAMME LED TO THE EMPLOYMENT OF 42 BLIND AND PARTIALLY-SIGHTED PEOPLE, WHO WERE GIVEN TRAINING TO USE THEIR WELL-DEVELOPED SENSE OF SMELL TO TEST FRAGRANCES THAT GO INTO OUR PRODUCTS.

WEB LINKS:

For information about our business structure and strategy go to: www.unilever.com/ourcompany

Find out about our people and careers at Unilever at: www.unilever.com/ourvalues/people

For more information on our Code of Business Principles go to: www.unilever.com/ourvalues/purposeandprinciples

Read our reports and publications at: www.unilever.com/ourvalues/environmentandsociety/publications

For our financial reports go to: www.unilever.com/ourcompany/investorcentre



The power of partnership

Unilever is a strong believer in the power of partnership. Combining our expertise and resources with the abilities of others helps us to achieve our business goals and maximise the contribution we can make to society. In December 2004, we signed a formal partnership agreement with UNICEF to tackle UN Millennium Development Goal 4, which aims to reduce mortality rates among children under five by two-thirds by 2015.

Saving lives with soap

One in three of all deaths of children under five in developing countries is caused by diarrhoeal disease. Yet washing hands with soap and water could reduce this number by half.

In India, where a child succumbs to diarrhoea every 30 seconds, our soap brand Lifebuoy is helping to combat this deadly disease. The Lifebuoy 'Swasthya Chetna', or 'Health Awakening', programme is a five year campaign and the biggest rural health and hygiene educational initiative ever undertaken in India.

Preventing brain damage with fortified foods

Approximately 740 million people suffer from iodine deficiency and it is most acute in developing countries. Iodine deficiency causes both physical and mental health problems, such as goitre, mental retardation and brain damage. Working with UNICEF, Unilever Ghana launched a brand of salt fortified with iodine called Annapurna, originally developed by Hindustan Lever in India. In just two years Annapurna helped to nearly double the use of iodised salt in Ghana to around 50% of the population. Annapurna salt has now been introduced in other African countries along with other fortified foods, such as biscuits with vitamin A and zinc, to boost children's immune systems, and vitamin enriched wholemeal maize flour.



INSIGHT 07
LIFEBUOY'S 'SWASTHYA CHETNA' PROGRAMME AIMS TO EDUCATE 200 MILLION INDIANS ABOUT THE IMPORTANCE OF WASHING HANDS WITH SOAP AND WATER WITHIN FIVE YEARS – THAT'S 20% OF THE POPULATION.



INSIGHT 08
THE CHALLENGE FOR UNILEVER IS MAKING BRANDS LIKE ANNAPURNA ACCESSIBLE TO PEOPLE ON VERY LOW INCOMES. SELLING SMALL 100g SACHETS FOR AS LOW AS SIX US CENTS A PACKET PUTS IT WITHIN THE REACH OF SOME OF GHANA'S POOREST FAMILIES.



Sustaining our future

Over two-thirds of our raw materials come from agriculture. We have produced guidelines for the sustainable management of our five key crops – palm oil, tea, peas, spinach and tomatoes – and we're working with other major food companies to promote sustainable agriculture practices.

As one of the world's largest whitefish buyers, Unilever is also working with others to make fishing more sustainable. In partnership with the WWF, we helped to set up the Marine Stewardship Council to create an independent certification process for sustainable fishing practices. The MSC accredits independent certifiers, who assess fisheries against the MSC Standard. Buying fish from these suppliers allows us to use the MSC logo on our packs so that consumers can make informed choices. In 1996, we made a long-term commitment to buy all our fish from sustainable sources and by 2005 more than half the fish used in our frozen foods in Europe came from sustainable fisheries.

Fresh water is vital to our business so sustainable water projects are, therefore, a key part of our environmental strategy.

Making the healthy choice the easy choice

Our Vitality mission commits us to grow our business by addressing health and nutrition issues. We are focusing on priority areas, including children and family nutrition, cardiovascular health and weight management. By the end of 2005, our Nutrition Enhancement programme will have screened and scored our entire food and beverage portfolio. Begun in 2004, this programme is helping us to achieve a greater understanding of the health benefits in some of our leading brands, as well as allowing us to make further reductions in trans fats, saturated fats, and salt and sugar levels in our products.

DID YOU KNOW?

THE UNILEVER HEALTH INSTITUTE HAS A WORLDWIDE REPUTATION FOR SCIENTIFIC EXCELLENCE IN HEALTH AND NUTRITION, BOTH IN NUTRITIONAL RESEARCH AND COHERENT AND RESPONSIBLE COMMUNICATION.

UNILEVER USES ABOUT 7% OF THE WORLD VOLUME OF INDUSTRIALLY PROCESSED TOMATOES. WE WORK CLOSELY WITH OUR TOMATO GROWERS IN BRAZIL, THE US AND GREECE ON SUSTAINABLE AGRICULTURE PRACTICES. DRIP IRRIGATION TECHNIQUES HAVE BEEN SHOWN TO SUBSTANTIALLY CUT WATER CONSUMPTION, WHILST INCREASING YIELDS.

OUR NUTRITIONAL ENHANCEMENT PROGRAMME WILL ALLOW US TO REMOVE 10 000 TONNES OF TRANS FATS, 5 000 TONNES OF SATURATED FAT, 1 000 TONNES OF SODIUM AND 6 500 TONNES OF SUGAR FROM OUR FOOD PRODUCTS ACROSS THE WORLD IN 2005.

IN 2004, FIFTEEN OF OUR MANUFACTURING SITES REDUCED THEIR WATER CONSUMPTION BY MORE THAN 100 000 CUBIC METRES.

WEB LINKS:

To find out more about how we work with communities visit:
www.unilever.com/ourvalues/environmentandsociety

For more information on sustainable agriculture go to:
www.growingforthefuture.com
www.saiplatform.org

Find out more about our environmental and social values and actions at:
www.unilever.com/ourvalues/environmentandsociety



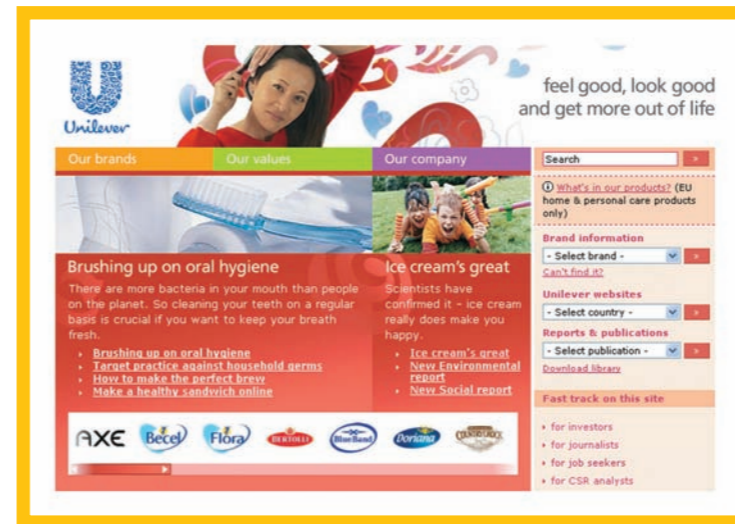


Our identity

We will increasingly be raising our profile as Unilever, the Company behind our products and everything we do, by printing our new logo on all of our packaging.

We're already making progress on issues of transparency and accountability so that, in future, our brands will go even further to add Vitality to life. Feedback from consumers indicates that they often find nutritional information labels difficult to understand and use, so we're also improving our information, through packaging, internet sites and customer care lines.

Our corporate logo is made up of a series of individual icons. Each icon represents an aspect of our business and shows our commitment to helping the communities and environment in which we operate, creating great brands and delivering value for our business.



www.unilever.com

To find out more about our Foods and Home and Personal Care brands, visit: www.unilever.com/ourbrands

For more information on our company, visit: www.unilever.com/ourcompany

To find out more about our corporate purpose and principles, visit: www.unilever.com/ourvalues

Understanding the icons within our logo:

Sun: our primary natural resource. All life begins with the sun – the ultimate symbol of vitality. It evokes Unilever's origins in Port Sunlight and can represent a number of our brands. Flora, Slim-Fast and OMO all use radiance to communicate their benefits.

DNA: the double helix, the genetic blueprint of life and a symbol of bio-science. It is the key to a healthy life. The sun is the biggest ingredient of life, and DNA the smallest.

Bee: represents creation, pollination, hard work and biodiversity. Bees symbolise both environmental challenges and opportunities.

Hand and flower: the hand is a symbol of sensitivity, care and need. It represents both skin and touch. The flower represents fragrance. When seen with the hand, it represents moisturisers or cream.

Hair: a symbol of beauty and looking good. Placed next to the flower it evokes cleanliness and fragrance; placed near the hand it suggests softness.

Palm tree: a nurtured resource. It produces palm oil as well as fruits – coconuts and dates – and also symbolises paradise.

Sauces or spreads: represents mixing or stirring. It suggests blending in flavours and adding taste.

Spoon: a symbol of nutrition, tasting and cooking.

Bowl: a bowl of delicious-smelling food. It can also represent a ready meal, hot drink or soup.

Spice and flavours: represents chilli or fresh ingredients.

Fish: represents food, sea or fresh water.

Sparkle: clean, healthy and sparkling with energy.

Bird: a symbol of freedom. It suggests a relief from daily chores, and getting more out of life.

Recycle: part of our commitment to sustainability.

Lips: represent beauty, looking good and taste.

Ice cream: a treat, pleasure and enjoyment.

Tea: a plant or an extract of a plant, such as tea. Also a symbol of growing and farming.

Particles: a reference to science, bubbles and fizz.

Frozen: the plant is a symbol of freshness, the snowflake represents freezing. A transformational symbol.

Wave and liquid: the wave symbolises cleanliness, freshness and vigour either as personal washing or as a laundry icon (with the shirt). Liquid is a reference to clean water and purity.

Container: symbolises packaging – a pot of cream associated with personal care.

Clothes: represent fresh laundry and looking good.

Heart: a symbol of love, care and health.



Vitality gives our consumers and our people products and experiences to celebrate. The growing demand for more Vitality in life is providing Unilever with a huge opportunity for growth. It's being shaped by a variety of consumer trends, along with the need to address raising the health and hygiene standard in both developing and industrialised regions.

Vitality is at the heart of everything we do. It's in our brands, our people and our values.



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