



Unilever Vitality A•B•C

Everything you always wanted to know about Unilever's brands, their Vitality benefits and the business

Advertising

Our marketing guidelines have recently been revised so that our brand communication, which includes advertising, does not target very young children. We made the changes as we acknowledge that children under six are too young to understand the difference between marketing messages and factual information. The new guidelines also reflect our own insights into marketing health and nutrition and current consumer thinking.

Be My Coach

Research by Richard Bailey, Professor of Pedagogy at Roehampton University, has shown that sports and physical activity can make children more awake, more attentive, less likely to play truant from school and be more positive about school generally. A recent pan-European survey shows that on average children play 8.6 hours sports per week. Finnish and Spanish children play the most sports (11.5 hours per week and 9.9 hours per week respectively); French children spend by far the least time playing sports at just 5.9 hours per week. The average amount of time in Europe spent playing sports in school is 4.1 hours per week. Long working hours, busy school schedules and the temptations of TV and computers can all stop families from going outside and playing together. Omo/Skip believes people should embrace the positive sides of being active and getting dirty. This is why it is launching "Be My Coach", a program that aims to equip parents and children with the tools, skills and inspiration to practise and enjoy sports together.

Community Involvement

Unilever seeks to make a positive impact on all the communities in which we operate. Our operations add value locally by sourcing our supplies, manufacturing and selling our products. Next to this, local Unilever companies are involved in a huge range of activities that respond to local community needs. In 2005 we contributed €79 million to these communities, the equivalent of 1.7% of our pre-tax profit. We estimate that in 2005 nearly 12,000 community organisations benefited from our support – through both cash and in-kind contributions; and that we reached around 148 million people via the projects we supported.

Dental care

Teeth are the only part of the body that if not cleaned will die and fall out in less than 10 years. Unilever oral care (Signal, Pepsodent, Mentadent) is on a mission for better mouths! Around the world, about a billion people don't brush their teeth at all; some 2 billion people only brush once a day – so that's a big opportunity to have an impact on oral health and bringing about more smiles! Through our unique "Live. Learn. Laugh" partnership with the World Dental Federation (FDI), we are able to reach some 4 billion people (70% of the world's population) world-wide, and help improve their oral health. We do this by funding national dental associations to run unique joint education programmes in local communities all over the world. Since its launch in 2005, the partnership has seen 38 programmes in developed and developing countries make a difference the world over.

Education in health and hygiene

The World Health Organization identifies diarrhoea as the single largest cause of preventable death, killing 2.2 million people every year. It has been estimated that if everyone washed their hands properly at key times during the day, up to half of all childhood deaths from diarrhoea could be avoided – that's one million children a year! Unilever's Lifebuoy soap - one of the oldest and most famous soap brands in the world – is synonymous with more hygienic and healthier communities by

providing affordable and accessible hygiene solutions. For example, in India Lifebuoy's "Swasthya Chetna" (Health Awakening) programme is the biggest rural health and hygiene educational initiative ever undertaken. Over the next 5 years this campaign aims to educate 200 million people – 20% of the population – about basic hygiene, including washing hands with soap.

Fruit and vegetables

According to the World Health Organization, up to 2.7 million lives could potentially be saved annually if fruit and vegetable consumption increase, and we're not getting the 400 grams or more a day we need. Knorr vegetable soups can help people to put more vegetables in their diet. Soup is the most popular and universal dish in the world, the mother of all foods. Scientific research shows that soup as a first course can significantly reduce people's appetite for course two and even three, and when it comes to weight management, soup is efficient and low cost. Regular consumption of soup is shown to contribute to a balanced diet, whilst improving people's nutritional status. The latest innovation from Knorr is Knorr Vie - a convenient 100ml mini-bottle that contains the equivalent of 200 grams of fruit & vegetable in one single shot, designed to help encourage and boost people's fruit & vegetable consumption. Each shot provides 50% of people's daily fruit and vegetable requirements with only 65-75 kcals per serving and no added sugar or additives.

Germs

Infectious disease represents 30% of the global burden of disease. As such, hygiene lays at the foundation of health, and is an important factor in increased life expectancy. In the western world however, people have become apathetic about the risks of poor hygiene to their health. Despite the fact that hygiene is more important than ever, people in Europe are doing less than ever about it! Only 30% of Europeans wash their hands after going to the toilet; and 80% of food poisoning cases originate in the home. And just because the toilet looks clean, that doesn't mean it's germ free: even in a clean looking loo, up to 10 billion germs can be lurking. There are more than 189 different types of germs; one germ could become more than 2 million in just 7 hours. Domestos 5x kills germs on contact and then sticks around to keep on killing them 5x longer than any other toilet cleaner – protecting families flush after flush after flush.

Hair-apy

Hair is a big thing for women, and having a good or bad hair day can make all the difference between feeling happy or miserable. Sunsilk research shows that 73% of French women would never go out without having styled their hair; 81% of British women agree that the way their hair looks has a lot to do with the way they feel about themselves. A key cause to dry and damaged hair that is difficult to style is the daily wear and tear from drying, styling, brushing and the weather. Sunsilk's new "Hairapy" Care & Repair products are especially developed to nourish and protect hair, so women can continue styling their hair without worrying about the damage styling can do. Everyday a person grows an extra 35 metre of hair, making it the second fastest growing part of the body after bone marrow. For blondes, it is even more, as they have 20,000 more hairs on their scalp than the average person.

Ice cream

Ice cream is the only food you eat frozen. One scoop of plain vanilla Carte d'Or contains a similar amount of fat to two digestive biscuits or a small piece of cheese. And to make things even better, Unilever is making ice cream "better for you" by improving the nutritional profile across its entire portfolio of brands. Frusi, Unilever's newest Vitality ice cream concept, is made from frozen yoghurt, real fruit pieces and whole grain cereals. With just 3 grams fat per pot of 100 ml and a maximum of 114 calories per serving for *Fruits of the Forest* and 105 calories per serving for *Mango and Raspberry*, people can enjoy it more often as part of a balanced diet. One pot of Frusi provides 50% of the recommended daily amount of Vitamin C, and it contains no artificial preservatives, colours, sweeteners or flavours.

Joining forces

Unilever changes the lives of millions by partnering with others. We believe the complexity of some issues benefits from an approach by partnering with retailers, food service operators and trade

bodies as well as with global organisations. Where we bring expertise in research and development, marketing and communication, our partners have capabilities in distribution or an in-depth understanding of issues and their social context. World-wide there are 4 billion people affected by malnutrition. They deserve the chance to develop physically and mentally. In Asia, Latin America and Africa joint programmes by Unilever and UNICEF are helping to provide better hygiene, access to clean water and improved nutrition. Our expertise in both nutrition and hygiene combined with our global reach ensures that Unilever is uniquely placed to work with UNICEF on improving the health of children and their families.

Kid's development

Eating a nutritious breakfast in the morning with the right amount and right kind of nutrients is proven to enhance children's ability to concentrate at school. A breakfast consisting of a slice of bread spread with low fat margarine plus a glass of low fat milk provides a healthy start of the day. Experts agree that also for growing, it is much better for children to spread soft margarine on their bread rather than butter or no spread at all. Our Blue Band/Rama margarines are an important source of good fats and other nutrients for which there are not many other dietary sources (essential fats, vitamin A, vitamin D, vitamin E). It's only a thin layer, but a thin layer of spread everyday can have a big contribution to the healthy growth and development of children.

Love your heart

Cardiovascular disease is the world's biggest killer, resulting in over 17.5 million deaths each year. Diet and lifestyle has an important role to play, and the changes needed are not difficult to make. Replacing saturated fat with good fats helps improve heart health and reduce cholesterol. It is estimated that 30% of the world's population have too high blood pressure, and 50% have blood cholesterol that is too high. Experts say that the higher a person's cholesterol level is above the target level of 5.0 mmol/L, and the longer it is high, the greater their risk of developing heart disease. With Becel/Flora pro.activ as part of a healthy diet, people can significantly lower their cholesterol. Plant sterols, the active ingredient in Flora/Becel pro.activ, is clinically proven to significantly lower LDL cholesterol by 10-15% as part of a healthy diet. Becel/Flora pro.activ mini-drinks contain the same amount of plant sterols as you would get from 50 portions of broccoli, 150 apples or 425 tomatoes!

Making healthy choices easy

Unilever is launching the Choices logo on food and beverage products around the world that will make it easier for people everywhere to make healthier nutritional choices. The logo will be presented on the front of packs, so that people will be able to identify, at a glance, positive choices. Initial consumer research shows that the Choices logo can indeed stimulate positive choices. Products carrying the Choices logo will also carry full nutritional information on the back of pack, and all our products will indicate energy levels on pack (per 100gr/ml or per portion). The Choices programme fits with Unilever's commitment to making nutritional information more meaningful and transparent for people.

NO to HIV/Aids

The personal vitality and health of Unilever staff has throughout history been a key concern for us. This month, Unilever Tea Kenya received the prestigious Global Business Coalition (GBC) award for its commitment to fight HIV/AIDS in the workplace through education, prevention and treatment programmes. The Kenyan initiatives are part of an overall global Unilever programme to fight HIV/AIDS.

Olive oil

The production of 1 litre of good quality olive oil takes approximately 5 kilograms of olives, an average tree produces 3.5 litres of oil per year. The nutritional quality of extra virgin olive oil is unique. With a high content of mono-unsaturated fat and beneficial components such as vitamin E and polyphenols, olive oil can contribute positively to people's health. Bertolli olive oil experts can recognise more than 30 different flavours in extra virgin olive oils. As with wine, high quality olive oils should best be eaten with particular food to express their taste and flavour.

Passion for Food

Unilever employs more than 175 chefs around the world, that are all very passionate about food, taste and enjoyment. They develop great quality, tasty products and recipes that can be used at home by food enthusiasts, as well as by professional caterers and chefs in restaurants. So next time when eating out, you might be able to taste some of their chefsmanship.

Quality of our products

Unilever's Nutrition Enhancement Programme builds on its long history in nutrition and science, and aims to continuously improve the nutritional profile of its products. In 2005 and 2006, reformulation steps have screened 16,000 products, and removed 15,000 tons of trans-fats, 10,000 tons of saturated fats, 2,000 tons of sodium (salt) and 10,000 tons of sugars from products right across the portfolio. And these re-formulations are being brought about without compromising on the taste, sensory experience, price or quality of our products.

Research and Development

We bring great ideas to life through our consumer insight and brand innovation. Unilever employs around 5200 scientific staff and engineers worldwide that continuously explore and develop our capacity to meet people's needs for nutrition, hygiene and personal care. We have six research and development laboratories, two in the UK (Colworth House, Port Sunlight), one in the Netherlands (Vlaardingen), one in the US (Trumbull), one in China (Shanghai) and one in India (Bangalore). All work together with a network of global and regional technology centres that stretches from São Paulo, Brazil in the west, to Bangkok, Thailand in the east. In 2005, Unilever invested around €1 billion in Research and Development.

Sweat

The human body normally produces around 1 litre of sweat each day. Women have been shown to have more sweat glands throughout the body than men, but our studies show that men sweat more than women, suggesting that men's glands are more active. Men have more odour-producing bacteria, suggesting they have stronger body odour and a less acute sense of smell than women. Rexona for men contains specific odour fighting ingredients designed to meet the needs of the male body. Because there is no scientific instrument more sensitive than the human nose, we use trained odour assessors to rate the nature and intensity of underarm odour.

Tea

Scientific evidence shows that tea can revitalise your body and mind. Lipton has contributed to the development of the first-ever Healthy Beverages Guidelines in the world. Whilst international dietary guidelines exist to make consumers aware of appropriate food choices, no such guidelines existed for beverages. In light of the significant contribution which beverages can make to our daily caloric intake (21% on average in the US) an independent panel of highly regarded American nutritionist experts provided guidance on appropriate beverage choices for better health. The guidelines support the fact that black or green unsweetened leaf tea contains zero calories and is a natural source of flavonoid anti-oxidants and L-theanine, making it the most ideal beverage after water. Lipton produces 300,000 tons of tea a year, which accounts for 150 billion tea bags and four billion bottles of ice tea. It employs a team of 40 professional tea tasters, who complete over 40,000 tea tastings a week.

Unilever brand

Unilever's identity and logo are an expression of Vitality. Each icon within the logo represents all aspects of our business and shows our commitment to Adding Vitality to life in all that we do. Although the way we express and interpret Vitality has developed over time, our mission remains at the heart of everything we do, making it an enduring bond with the company's principles as stated in the 19th century by one of the company's founders, William Hesketh Lever. *"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"*.

Unilever is a multinational company with operations in nearly 100 countries around the world, generating annual sales of €40 billion in 2005. We employ 206,000 people and have 365 manufacturing sites across six continents.

Vitality

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. 150 million times a day, people all over the world are using our products at key moments of their day ...that's 150 million opportunities to make a positive difference to people's lives.

Weight management

Obesity has become a global epidemic, being not only a threat for wealthy nations, but also for developing countries. Many of those developing countries now face the double economic burden of under-nutrition and over-nutrition. World-wide, there are more than 1 billion overweight adults, at least 300 million of them obese. More than 50% of adults in western populations are overweight or obese. Globally, 1 in 10 children are overweight or obese; in Europe this is 1 in 5 children and across the Americas this number reaches almost 1 in 3. Losing weight has become more important than ever and whilst the simple science-based solution for weight management is balancing calorie intake with energy expenditure, unfortunately, it's not that simply for many people. Slim•Fast helps you lose weight in a pleasurable way, and it works!

XX-chromosome, better known as women

Only 2% of women describe themselves as beautiful, only 12% are very satisfied with their physical attractiveness. 90% of eating disorders are found in girls; 58% of girls admit to dieting. 6 out of 10 girls think they'd "be happier if they were thinner", and whilst 19% of teenage girls are overweight, 67% think they "need to lose weight". Experts agree that a key cause in all of these statistics is a lack of, or low self-esteem. Too many girls develop low self-esteem from insecurities about their looks and consequently fail to reach their full potential in later life. To change this, Dove is devoting the next phase of its Dove "Campaign for Real Beauty" to helping raise self-esteem in girls. For this, Dove has founded the Dove Self-Esteem Fund, which funds programmes that aim to raise the self-esteem of more than 1 million girls and young women around the world by 2008.

Yummy

Scientific research has shown that soya is associated with several health benefits, and soya products can add to healthy food and drinking habits. Current soya products are commonly perceived to taste badly. This is why we have launched AdeZ, a great tasting nutritious and refreshing blend of fruit juice and soya, with vitamins and minerals that help maintain a strong body. AdeZ has one third less calories than regular fruit juices, so by replacing one glass with a glass of AdeZ, people can make a calorie saving up to 50 calories. This doesn't sound much, but annually this is equal to about 900 5g sugar cubes, which equals to approximately 2.4 kilograms of body fat.

Zest for Life

There is more to life than just health. The Mediterranean diet goes beyond highly nutritious and fresh food. It is the basis for an all-round approach, including a sense of fun, a hint of conviviality. Taking carefully selected high quality ingredients, enjoying cooking them, using simple but very tasty recipes and of course spending time with family and friends around the table enjoying them – *real Gusto for Life*. Francesco Bertolli started making olive oil in Lucca in the Heart of Tuscany in 1865. Today, Bertolli is the number 1 olive oil brand world-wide, available in 42 countries, used by 30 million families!

Barcelona, May 30th, 2006

For more information, please visit Unilever's website: www.Unilever.com