

Unilever's position on: Wipes

Wipes come in various types - from face cleansing wipes to kitchen surface or bathroom cleaning wipes. Though wipes offer a quick, convenient and effective cleaning solution for many people, there is growing concern around the environmental impact they can have, especially if disposed of incorrectly

Responsible disposal

If disposed of incorrectly, wipes can potentially contribute to blocking sewers and ending up in the marine environment. To help prevent our wipes from being flushed down the toilet and ending up in the wrong place we have committed to providing clear disposal guidance.



All our wipes feature a 'do not flush' logo on the product packaging to help ensure they are disposed of correctly. In line with the industry standard ([EDANA](#)), this logo is positioned on the front of pack, making it visible each time the product is used.

Plant-based materials

For many people, wipes offer a quick, convenient and effective cleaning solution. Meeting our consumer needs while staying mindful of our waste footprint is important to us. That's why we have been exploring the use of plant-based wipe materials and are introducing these across a number of brands.

Simple launches biodegradable cleansing wipes

Simple's biodegradable wipes are made from sustainably sourced wood pulp and plant fibres which can be decomposed by living organisms, eventually turning it into carbon dioxide (CO₂), water (H₂O) and other non toxic compounds.

Our wipes have passed worldwide industry accepted standards for biodegradability and composability, meaning they achieved full biodegradation in 42 days, under home compost conditions.