



NEWS RELEASE

Delta Faucet Company and Unilever United States Partner to Improve Shower Experiences

2015-12-21

Industry leaders align to make sustainable living more attractive with potential consumer savings of 2,900 gallons of water per year.

Delta Faucet Company and Unilever U.S. today announced a partnership that aims to reduce water usage without compromising the shower experience. The companies have introduced a co-packaged offering that includes the Delta® Hydrafall™ showerhead with H2Okinetic® Technology and Dove® Deep Moisture Body Wash.

The innovative Delta H2Okinetic Technology sculpts water into a unique wave pattern that provides larger water droplets for a warmer shower, delivering 2.0 gallons of water per minute that feel like 2.5 gallons. Switching to more efficient showerheads can save consumers up to 2,900 gallons per year according to the United States Environmental Protection Agency. By pairing the Delta showerhead with Dove Deep Moisture Body Wash, which gently cleanses and provides softer, smoother skin after one shower, the companies are providing an attractive, practical solution for consumers in the face of climate change and water scarcity.

"Water is debatably the world's most valuable natural resource," said Jai Shah, president of Delta Faucet Company. "Our partnership with Unilever is grounded in serving consumer desires while addressing increased national water supply challenges. We are committed to providing water efficiency and are continuously working to innovate shower technologies to help conserve water without sacrificing consumer experience."

Pairing Delta Faucet Company's knowledge of water technology and showerhead design with Dove, a Unilever brand that is a recognized leader in the skincare industry, the companies hope to raise awareness and demand for showering options that can provide enhanced experiences with less environmental impact. The innovation behind Delta H2Okinetic Technology requires no behavioral changes by the consumer.

In clinical tests conducted by Unilever, when Dove Deep Moisture Body Wash is paired with Delta H2Okinetic Technology, it delivers an even more nourishing skin experience than a standard showerhead.

"A challenge that we continually face in helping consumers live sustainably is how to impact their daily habits when it comes to the water usage associated with our products," said Kees Kruythoff, President of Unilever North America. "We have learned that to create change we need to offer simple, practical solutions. Our partnership with Delta Faucet Company allows us to do that in a way that not only conserves water, but also doesn't require a trade off in the quality of their shower experience."

By providing consumers with an enhanced shower experience, the companies hope to help accelerate consumer adoption of water-efficient showerheads and shift the market towards a new normal in order to reduce the environmental impact of the shower.

On any given day, two billion people use Unilever products globally to look good, feel good, and get more out of life. The Unilever Sustainable Living Plan, introduced in 2010, is the company's blueprint for achieving its vision of doubling the size of the business, while reducing environmental footprint and increasing positive social impact.

As a company that delivers water every day through more than 150 million faucets worldwide, Delta Faucet Company places a high priority on products that address water conservation concerns as well as water quality and accessibility. Delta Faucet Company was recognized as a 2015 WaterSense® Sustained Excellence Award winner by the Environmental Protection Agency (EPA), the highest partner recognition for continued, exemplary efforts to help advance the WaterSense program and water efficiency, and to educate U.S. consumers on protecting the future of our nation's water supply.

The combined offering can be found at Lowe's, Amazon and select Bed Bath & Beyond locations for \$34.99.

For more information about the Delta brand, visit: www.deltafaucet.com. To learn more about Unilever U.S., visit: www.unileverusa.com.

About Delta Faucet Company

Founded by Masco Corporation in 1954 with the introduction of the single-handle faucet, Delta Faucet Company is proud to be America's faucet innovation leader, featuring [Delta®](#), [Brizo®](#) and [Peerless®](#) products. A WaterSense® partner of the U.S. Environmental Protection Agency, Delta Faucet is a global organization offering [kitchen](#) and [bath](#) faucets, [showerheads](#), [tub and shower systems](#), [toilets](#), bath sinks and related accessories, selling products in more than 53 countries. For more information, visit www.deltafaucet.com.

About Masco

Headquartered in Taylor, Mich., Masco Corporation is a global leader in the design, manufacture and distribution of branded building products. Our portfolio of industry-leading brands includes Behr® paint; Delta® and Hansgrohe® faucets, bath and shower fixtures; KraftMaid® and Merillat® cabinets; Milgard® windows and doors; and HotSpring® spas. We leverage our powerful brands across product categories, sales channels and geographies to create value for our customers and shareholders. For more information about Masco Corporation, visit masco.com.

About Unilever United States, Inc.

Unilever is one of the world's leading suppliers of Food, Refreshments, Home and Personal Care products with sales in more than 190 countries. In the United States, the portfolio includes brand icons such as: Axe, Ben & Jerry's, Breyers, Caress, Clear Scalp & Hair Therapy, Country Crock, Degree, Dove personal care products, Fruttare, Good Humor, Hellmann's, I Can't Believe It's Not Butter!, Klondike, Knorr, Lever 2000, Lipton, Magnum, Nexxus, Noxzema, Pond's, Popsicle, Promise, Q-tips, Simple, St. Ives, Suave, Talenti Gelato & Sorbetto, TIGI, TONI&GUY Hair Meet Wardrobe, TRESemmé and Vaseline.

All of the preceding brand names are trademarks or registered trademarks of the Unilever Group of Companies.

Unilever employs approximately 8,000 people in the United States – generating approximately \$8.5 billion in sales in 2014.

The Unilever Sustainable Living Plan (USLP) aims to double the size of Unilever's business, while reducing its overall environmental footprint and increasing positive social impact. The USLP is a strategic response to the challenges businesses face operating in an uncertain and volatile world. See more on the Unilever Sustainable Living Plan at <http://www.unileverusa.com/sustainable-living/>.

Unilever ranked number one in its sector on the 2015 Dow Jones Sustainability Index.

The entire Unilever global factory network, as well as its U.S. non-manufacturing facilities, have achieved zero non-hazardous waste to landfill status.

For more information on Unilever U.S. and its brands visit: www.unileverusa.com

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About WaterSense

WaterSense, a partnership program sponsored by EPA, seeks to protect the future of our nation's water supply by offering people a simple way to use less water with water-efficient products, new homes, and services. Since the program began in 2006, the WaterSense program has helped consumers save 1.1 trillion gallons of water and \$21.7 billion in water and energy bills.