

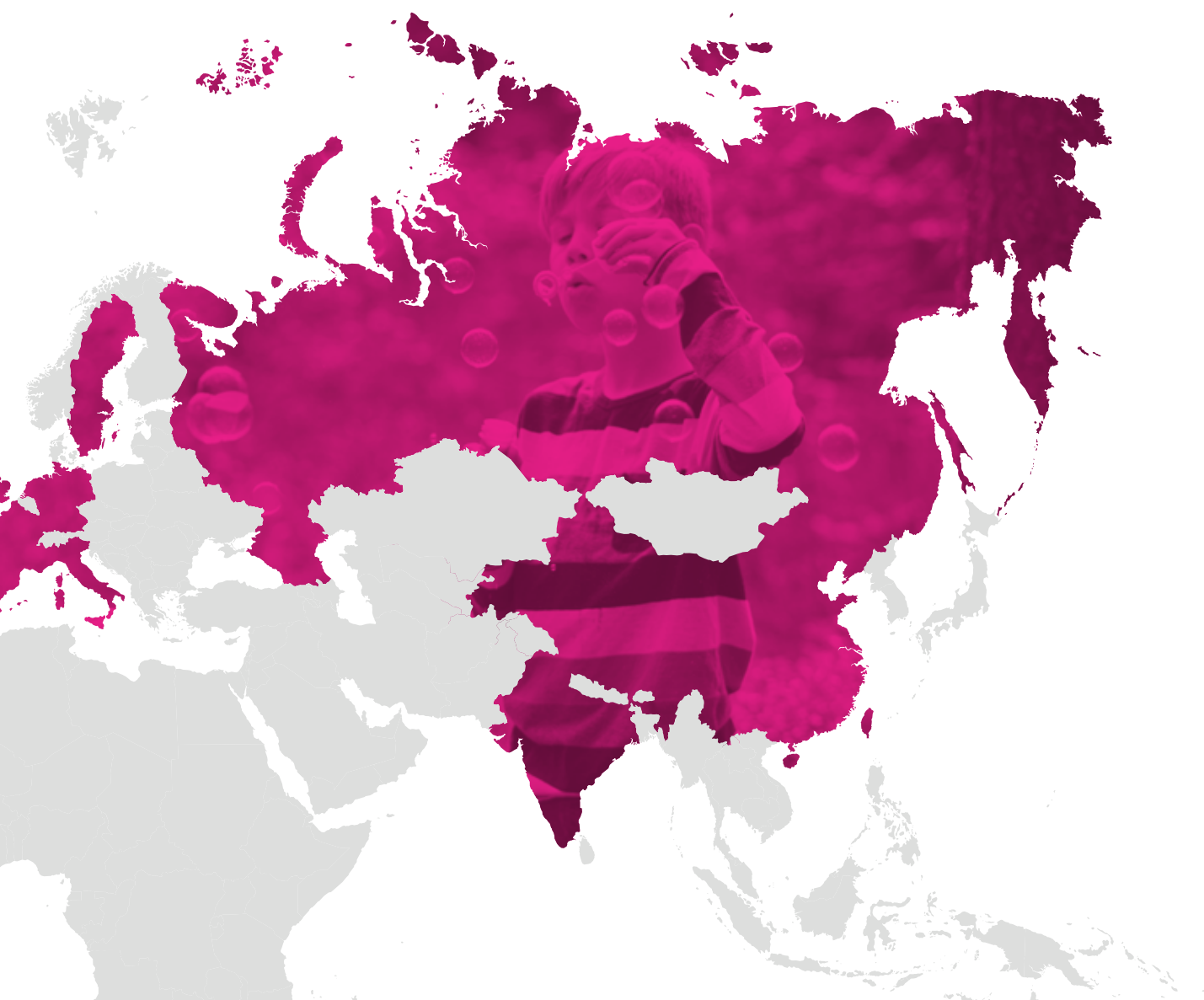
Hygiene Matters

No one, no matter who they are or where they live, should have to suffer physically or mentally due to insufficient hygiene. This is a basic human right.

Through its Hygiene Matters initiative, Essity aims to raise awareness of the connection between hygiene, health and well-being among decision makers, experts and the general public around the world. Through regular surveys, reports and events, the initiative contributes to a more knowledge-based public dialog that drives change and contributes to improved hygiene for people everywhere. "We can all contribute to the dialog, to raise awareness and to break taboos; we all have a voice," says Joséphine Edwall Björklund, SVP Group Communications at Essity.

12 countries surveyed

- China
- France
- Germany
- India
- Italy
- Mexico
- Russia
- Spain
- Sweden
- The Netherlands
- United Kingdom
- United States



Hygiene Matters Survey 2016/17

The 2016 survey was conducted between May 31 and June 13, 2016 through web panels in 12 different countries, collecting answers from a total of 12,000 respondents. National quotas have been used to obtain accurate representation of age and gender. Questions in the 2016 survey centered on hygiene taboos and stereotypes, hygiene at home, public hygiene, personal hygiene and menstruation and active life.

The survey has been planned, monitored and analyzed by consulting firm United Minds and the data has been collected through digital questionnaires with the assistance of survey provider CINT.

Access the full results and previous surveys and reports here: www.hygienematters.com