

# **SHELAGH – PIONEERING INNOVATIONS**

**(2)**

## **Speaker key**

SH Shelagh Muir

SH My team that I currently lead, for instance, we're responsible for putting Persil Small & Mighty into the marketplace, which is the super concentrated liquid, which is much more environmentally friendly. You know, how do you get things to clean very well, for instance, while still being mild to skin or feeling nice on your hands or how, for instance... The other interesting thing about laundry is people use products in such different ways. So, if you talk to someone from a, primarily a country where they do a lot of hand-washing, say, Vietnam, for instance, they don't have laundry machines, they don't have washing machines, so you need to develop very different products for them than you would for, say, someone sat in Western Europe.