

The following table show Shower Gel SKUs available in Nielsen in UK and the number of ingredients in each shower gel listed. As the data reflects, Sanex Zero% shower gels contain fewer ingredients than all but one product (Cetaphil), 0.86% of the market.

Brand	Subbrand	Fragrance	Pack	Ingredient Count
SANEX	SANEX ZERO%	SENSITIVE	250 ML.1 PACK	10
SANEX	SANEX ZERO%	SENSITIVE	500 ML.1 PACK	10
SANEX	SANEX ZERO%	DRY SKIN	250 ML.1 PACK	11
SANEX	SANEX ZERO% KIDS	ZERO%	500 ML.1 PACK	10
SANEX	SANEX MEN ZERO%	REVITALISING SPORT	500 ML.1 PACK	11
SANEX	SANEX ZERO%	NORMAL SKIN	250 ML.1 PACK	11
SANEX	SANEX ZERO%	ANTI POLLUTION	250 ML.1 PACK	12

Brand	Subbrand	Fragrance	Pack	Ingredient Count
RADOX	RADOX FEEL AWAKE	FEEL AWAKE	250 ML.1 PACK	27
DOVE	DOVE DEEPLY NOURISHING	DEEPLY NOURISHING	500 ML.1 PACK	30
SANEX	SANEX DERMO	MOISTURISING	500 ML.1 PACK	17
LYNX	LYNX AFRICA	ENERGY BOOST	250 ML.1 PACK	16
RADOX	RADOX FEEL REFRESHED	FEEL REFRESHED	250 ML.1 PACK	17
ORIGINAL SOURCE	ORIGINAL SOURCE	TINGLY MINT & TEA TREE	250 ML.1 PACK	15
DOVE	DOVE DEEPLY NOURISHING	DEEPLY NOURISHING	250 ML.1 PACK	30
DOVE	DOVE SILK GLOW	SILK GLOW	500 ML.1 PACK	34
SANEX	SANEX DERMO	SENSITIVE	500 ML.1 PACK	20
RADOX	RADOX FEEL ACTIVE	FEEL ACTIVE	250 ML.1 PACK	25
SANEX	SANEX DERMO	HYPOALLERGENIC	500 ML.1 PACK	14
RADOX	RADOX FEEL REVIVED	FEEL REVIVED	250 ML.1 PACK	15
SANEX	SANEX DERMO	PRO HYDRATE	500 ML.1 PACK	16
DOVE	DOVE PRO-AGE	PRO-AGE	500 ML.1 PACK	30
LYNX	LYNX AFRICA	AFRICA	400 ML.1 PACK	16
RADOX	RADOX FEEL UPLIFTED	FEEL UPLIFTED	250 ML.1 PACK	16

RADOX	RADOX MOISTURISE	MOISTURISE	250 ML.1 PACK	31
RADOX	RADOX FEEL READY	FEEL READY	250 ML.1 PACK	17
SANEX	SANEX ZERO%	SENSITIVE	250 ML.1 PACK	10
ORIGINAL SOURCE	ORIGINAL SOURCE	TROPICAL COCONUT & SHEA BUTTER	250 ML.1 PACK	19
ORIGINAL SOURCE	ORIGINAL SOURCE	ZINGY LIME	250 ML.1 PACK	16
DOVE	DOVE PURELY PAMPERING	SHEA BUTTER & WARM VANILLA	500 ML.1 PACK	33
PALMOLIVE	PALMOLIVE NATURALS	NOURISHING DELIGHT	250 ML.1 PACK	24
PALMOLIVE	PALMOLIVE NATURALS	PAMPERING TOUCH	250 ML.1 PACK	19
SIMPLE	SIMPLE KIND TO SKIN	REFRESHING	500 ML.1 PACK	20
IMPERIAL LEATHER	IMPERIAL LEATHER FOAMBURST	MARSHMALLOW	200 ML.1 PACK	20
SANEX	SANEX DERMO KIDS	UNIDENTIFIED	500 ML.1 PACK	10
DOVE	DOVE MEN+CARE CLEAN COMFORT	CLEAN COMFORT	400 ML.1 PACK	20
SANEX	SANEX ZERO%	SENSITIVE	500 ML.1 PACK	10
IMPERIAL LEATHER	IMPERIAL LEATHER SWEET TREATS	MARSHMALLOW	250 ML.1 PACK	22
ORIGINAL SOURCE	ORIGINAL SOURCE	ZESTY LEMON & TEA TREE	250 ML.1 PACK	19
IMPERIAL LEATHER	IMPERIAL LEATHER FOAMBURST	BRACING BERGAMOT & SEA MINERALS	200 ML.1 PACK	31
LYNX	LYNX BLACK	BLACK	250 ML.1 PACK	15
SIMPLE	SIMPLE KIND TO SKIN	NOURISHING	500 ML.1 PACK	29
RADOX	RADOX NOURISH	FEEL PAMPERED	250 ML.1 PACK	22
LYNX	LYNX EXCITE	EXCITE	250 ML.1 PACK	15
IMPERIAL LEATHER	IMPERIAL LEATHER FOAMBURST	CHERRY BLOSSOM & VANILLA	200 ML.1 PACK	30
LYNX	LYNX EXCITE	EXCITE	400 ML.1 PACK	15
RADOX	RADOX FEEL AWAKE	FEEL AWAKE	500 ML.1 PACK	27
RADOX	RADOX FEEL ENERGISED	FEEL ENERGISED	250 ML.1 PACK	15
DOVE	DOVE GO FRESH	POMEGRANATE & LEMON VERBENA	250 ML.1 PACK	36
ORIGINAL SOURCE	ORIGINAL SOURCE	CREAMY VANILLA & RASPBERRY	250 ML.1 PACK	18
ORIGINAL SOURCE	ORIGINAL SOURCE	JUICY MANGO	250 ML.1 PACK	20
AVEENO	AVEENO DAILY MOISTURISING	COLLOIDAL OATMEAL	500 ML.1 PACK	20
DOVE	DOVE SILK GLOW	SILK GLOW	250 ML.1 PACK	34
RADOX	RADOX FEEL RELAXED	FEEL RELAXED	250 ML.1 PACK	26
PALMOLIVE	PALMOLIVE NATURALS	NOURISHING DELIGHT	750 ML.1 PACK	24
CHILDS FARM	CHILDS FARM	SWEET ORANGE	250 ML.1 PACK	19
ORIGINAL SOURCE	ORIGINAL SOURCE	TINGLY MINT & TEA TREE	500 ML.1 PACK	17

IMPERIAL LEATHER	IMPERIAL LEATHER INFUSIONS	INVIGORATING	250 ML.1 PACK	27
LYNX	LYNX BLACK	BLACK	400 ML.1 PACK	15
IMPERIAL LEATHER	IMPERIAL LEATHER FOAMBURST	GOLDEN HONEY & ALMOND MILK	200 ML.1 PACK	29
CETAPHIL	CETAPHIL	FRAGRANCE FREE	236 ML.1 PACK	9
BADEDAS	BADEDAS	REVITALISING	200 ML.1 PACK	19
LYNX	LYNX REFRESHED	REFRESHED -5 C	250 ML.1 PACK	15
IMPERIAL LEATHER	IMPERIAL LEATHER FOAMBURST	SHEA BUTTER & ORANGE BLOSSOM	200 ML.1 PACK	25
DOVE	DOVE MEN+CARE CLEAN COMFORT	CLEAN COMFORT	250 ML.1 PACK	20
RADOX	RADOX	MOISTURISE	500 ML.1 PACK	31
LYNX	LYNX GOLD	OULD WOOD & FRESH VANILLA SCENT	250 ML.1 PACK	15
PEARS	PEARS PURE & GENTLE	ORIGINAL	250 ML.1 PACK	20
DOVE	DOVE	NOURISHING	250 ML.1 PACK	29
ORIGINAL SOURCE	ORIGINAL SOURCE	SWEET RHUBARB & RASPBERRY	250 ML.1 PACK	25
IMPERIAL LEATHER	IMPERIAL LEATHER SIGNATURE	INVIGORATING	500 ML.1 PACK	27
ORIGINAL SOURCE	ORIGINAL SOURCE	FRESH WATER MINT & GUARANA	250 ML.1 PACK	24
LYNX	LYNX YOU	YOU	250 ML.1 PACK	14
LYNX	LYNX GOLD	GOLD	400 ML.1 PACK	15
SIMPLE	SIMPLE WATER BOOST	MINERALS & PLANT EXTRACT	500 ML.1 PACK	17
SANEX	SANEX ZERO%	DRY SKIN	250 ML.1 PACK	11
IMPERIAL LEATHER	IMPERIAL LEATHER FOAMBURST	BLACKBERRY & WILD FIG	200 ML.1 PACK	27
LYNX	LYNX YOU	YOU	400 ML.1 PACK	14
ORIGINAL SOURCE	ORIGINAL SOURCE	TROPICAL COCONUT & SHEA BUTTER	500 ML.1 PACK	17
LYNX	LYNX ENERGISED	ENERGISED	250 ML.1 PACK	17
SANEX	SANEX ZERO% KIDS	ZERO%	500 ML.1 PACK	10
RADOX	RADOX FEEL UPLIFTED	FEEL UPLIFTED	500 ML.1 PACK	16
RADOX	RADOX FEEL DETOXED	FEEL DETOXED	250 ML.1 PACK	16
PALMOLIVE	PALMOLIVE AROMA MOMENTS	SO LUMINOUS	250 ML.1 PACK	23
DOVE	DOVE DEEPLY NOURISHING	DEEPLY NOURISHING	720 ML.1 PACK	30
PALMOLIVE	PALMOLIVE NATURALS	DELICATE CARE	250 ML.1 PACK	25
ORIGINAL SOURCE	ORIGINAL SOURCE	SWEET APPLE & VANILLA MILK	250 ML.1 PACK	21
IMPERIAL LEATHER	IMPERIAL LEATHER SPA ESCAPE	ORANGE BLOSSOM & ARGAN OIL	250 ML.1 PACK	27
RADOX	RADOX 12H SCENT TOUCH	FEEL LIVELY	200 ML.1 PACK	26
PALMOLIVE	PALMOLIVE GOURMET	VANILLA PLEASURE	250 ML.1 PACK	26

CETAPHIL	CETAPHIL	FRAGRANCE FREE	473 ML.1 PACK	9
ORIGINAL SOURCE	ORIGINAL SOURCE	LIME & COCONUT MILK	250 ML.1 PACK	23
CHILDS FARM	CHILDS FARM	BLACKBERRY & ORGANIC APPLE	250 ML.1 PACK	20
E45	E45	UNIDENTIFIED	200 ML.1 PACK	13
ORIGINAL SOURCE	ORIGINAL SOURCE	TINGLY MINT & TEA TREE	50 ML.1 PACK	15
LYNX	LYNX DARK TEMPTATION	DARK TEMPTATION	250 ML.1 PACK	15
PALMOLIVE	PALMOLIVE AROMA MOMENTS	FEEL GLAMOROUS	250 ML.1 PACK	24
IMPERIAL LEATHER	IMPERIAL LEATHER INFUSIONS	NIGHT BLOOMING JASMINE & VANILLA	250 ML.1 PACK	22
IMPERIAL LEATHER	IMPERIAL LEATHER INFUSIONS	NIGHT BLOOMING JASMINE & VANILLA	500 ML.1 PACK	22
SIMPLE	SIMPLE KIND TO SKIN	REFRESHING	250 ML.1 PACK	20
DOVE	DOVE MEN+CARE EXTRA FRESH	EXTRA FRESH	400 ML.1 PACK	20
ORIGINAL SOURCE	ORIGINAL SOURCE	MINT & TEA TREE	180 ML.1 PACK	19
DOVE	DOVE DEEPLY NOURISHING	DEEPLY NOURISHING	55 ML.1 PACK	30
ORIGINAL SOURCE	ORIGINAL SOURCE	ORANGE	180 ML.1 PACK	16
E45	E45	UNIDENTIFIED	250 ML.1 PACK	13
DOVE	DOVE GENTLE EXFOLIATING	EXFOLIATING	250 ML.1 PACK	33
PALMOLIVE	PALMOLIVE GOURMET	STRAWBERRY TOUCH	250 ML.1 PACK	32
PALMOLIVE	PALMOLIVE AROMA MOMENTS	SO RELAXED	250 ML.1 PACK	21
IMPERIAL LEATHER	IMPERIAL LEATHER FANTASY ICONS	MERMAZING	250 ML.1 PACK	27
RADOX	RADOX MEN FEEL SPORTY	FEEL SPORTY	250 ML.1 PACK	19
ORIGINAL SOURCE	ORIGINAL SOURCE	CHERRY & ALMOND MILK	250 ML.1 PACK	23
IMPERIAL LEATHER	IMPERIAL LEATHER INFUSIONS	CHERRY BLOSSOM & PEONY	250 ML.1 PACK	24
IMPERIAL LEATHER	IMPERIAL LEATHER FANTASY ICONS	LET'S FLAMINGLE	250 ML.1 PACK	24
IMPERIAL LEATHER	IMPERIAL LEATHER INFUSIONS	SEA SAMPHIRE & WATERMINT	250 ML.1 PACK	26
DOVE	DOVE PURELY PAMPERING	COCONUT MILK & JASMINE PETALS	250 ML.1 PACK	38
ORIGINAL SOURCE	ORIGINAL SOURCE	ZESTY LEMON & TEA TREE	500 ML.1 PACK	22
IMPERIAL LEATHER	IMPERIAL LEATHER SWEET TREATS	CHERRY BAKEWELL	250 ML.1 PACK	28
IMPERIAL LEATHER	IMPERIAL LEATHER FANTASY ICONS	COSMIC UNICORN	250 ML.1 PACK	19
PALMOLIVE	PALMOLIVE GOURMET	COCONUT JOY	250 ML.1 PACK	24
IMPERIAL LEATHER	IMPERIAL LEATHER INFUSIONS	SHEA BUTTER & MANUKA HONEY	250 ML.1 PACK	25
DOVE	DOVE SHOWER MOUSSE	COCONUT OIL	200 ML.1 PACK	27
CHILDS FARM	CHILDS FARM	SWEET ORANGE	500 ML.1 PACK	20
PALMOLIVE	PALMOLIVE NATURALS	MILD & SENSITIVE	250 ML.1 PACK	22

ORIGINAL SOURCE	ORIGINAL SOURCE	JUICY MANGO	500 ML.1 PACK	21
DOVE	DOVE PRO-AGE	PRO-AGE	250 ML.1 PACK	30
DOVE	DOVE PURELY PAMPERING	SHEA BUTTER & WARM VANILLA	250 ML.1 PACK	33
LYNX	LYNX CLEAN FRESH	CLEAN FRESH	250 ML.1 PACK	17
OILATUM	OILATUM DAILY SOOTHE & PROTECT	SOOTHE & PROTECT	300 ML.1 PACK	21
RADOX	RADOX FEEL AWAKE	FEEL AWAKE	1000 ML.1 PACK	27
SANEX	SANEX MEN	SENSITIVE	500 ML.1 PACK	13
AVEENO	AVEENO DAILY MOISTURISING	YOGURT & APRICOT & HONEY	300 ML.1 PACK	19
DOVE	DOVE SHOWER MOUSSE	ARGAN OIL	200 ML.1 PACK	29
LYNX	LYNX BLACK	BLACK	50 ML.1 PACK	15
SANEX	SANEX DERMO	MOISTURISING	50 ML.1 PACK	17
DOVE	DOVE GO FRESH	POMEGRANATE & LEMON VERBENA	500 ML.1 PACK	36
RADOX	RADOX FEEL EXOTIC	FEEL EXOTIC	250 ML.1 PACK	19
RADOX	RADOX FEEL VIVACIOUS	FEEL VIVACIOUS	200 ML.1 PACK	17
DOVE	DOVE SHOWER MOUSSE	CHOCOLATE PASSION	200 ML.1 PACK	28
DOVE	DOVE	IRRESISTIBLE SOFTNESS	500 ML.1 PACK	25
PALMOLIVE	PALMOLIVE GOURMET	COCONUT & TIARE FLOWER	250 ML.1 PACK	32
PALMOLIVE	PALMOLIVE NATURALS	YOGURT & VANILLA & OAT	250 ML.1 PACK	25
IMPERIAL LEATHER	IMPERIAL LEATHER INFUSIONS	CAMELLIA OIL & ALMOND	250 ML.1 PACK	22