

One Step Full of Blessing, Dettol Collaborates with Alfamart to Share Kindness This Ramadan

Jakarta – 18 March 2024 – The advent of the holy month of Ramadan holds great anticipation for Muslims in Indonesia, a nation with one of the world’s largest Muslim populations. Beyond the physical endurance of fasting from sunrise to sunset, Ramadan carries profound spiritual significance, providing an opportunity to fortify our devotion and amplify acts of benevolence. Reckitt Indonesia, through its brand Dettol, recognizes the sacred values of Ramadan and invites the public to join the Company in fostering solidarity and compassion during this auspicious time through the ‘Tambah Kebaikan di Bulan Ramadan’ campaign. Initiated in collaboration between Dettol and Alfamart, the campaign aims to provide direct access to antibacterial soap bars for 855 families in Bantargebang, Bekasi, West Java, throughout the entire year. This initiative not only serves as charitable outreach but further promotes equitable access to hygiene facilities for all.

“During this sacred month, Muslims are even more eager to perform good deeds. These acts include fasting, diligently observing tarawih prayers, and fulfilling zakat fitrah obligations at the end of the month, ensuring that everyone can share the joy of Eid Al-Fitr. Our ‘Tambah Kebaikan di Bulan Ramadan’ campaign is designed to accompany our fellow Muslims on their Ramadan journey by providing hygiene access to vulnerable families so that they are always protected from illness-causing germs during Ramadan,” said **Barbara Yuste, Marketing Director of Dettol Reckitt Indonesia**.

Barbara further elaborated that as a global consumer products company with a focus on hygiene, wellness, and nutrition, this campaign aligns with Reckitt’s mission to protect, heal, and nurture a healthier and cleaner world. The campaign’s emphasis on assisting those living in vulnerable environments reflects this commitment. By providing education and access to hygiene facilities for the vulnerable, Dettol believes that a clean environment and community contribute to a healthier society.

Maintaining personal hygiene is crucial for Muslims to practice their religious duties solemnly and peacefully. Unfortunately, the data from the Central Statistics Agency reveals that the increase in households with adequate sanitation facilities in Indonesia was a mere 1.44%¹ from 2022 to 2023. Meanwhile, proper sanitation and hygiene practices—such as regular handwashing with soap—can significantly contribute in enhancing people’s quality of life. With that, there is a pressing need for hygiene facilities, particularly among vulnerable families and those in less supportive environments.

Chairman of PB IDI, DR. dr Mohammad Adib Khumaidi, Sp.OT. explains, “A clean environment and adequate access to hygiene facilities heavily affects us during Ramadan. The food and drinks we consume with clean hands will keep us healthy throughout the fast. By washing our hands with soap we can reduce the risk of diarrhea up to 30%² and other digestive diseases we would like to avoid during fasting.” dr Adib added, “When fasting, our body becomes more vulnerable due to limited food intake. Taking into account the uncertain weather we currently face, the body’s immune system

¹ [Presentase Rumah Tangga Menurut Provinsi, Tipe Daerah, dan Sanitasi Layak, 2021 - 2023](#)

² [Rencana Aksi Nasional Penanggulangan Pneumonia dan Diare, 2023-2030](#)

needs to be protected from the viruses and bacteria transmission, especially through a good personal hygiene.”

Reisa Broto Asmoro, Brand Ambassador of Dettol Indonesia, added, “In the midst of unpredictable weather and weakened immune systems during fasting, safeguarding family health becomes paramount. To achieve this, maintaining personal hygiene and a clean environment are crucial. Through a very simple step, by using antibacterial soap which has trusted protection that can effectively shield our family from germs everyday.”

Recognizing the limited access to hygiene facilities, particularly anti-bacterial soap, in vulnerable environments, Dettol has partnered with Alfamart to launch the Tambah Pahala, Tambah Kebajikan di Bulan Ramadan program. Through this program, for every Rp30,000 purchase of Dettol products at Alfamart outlets, the Company is providing a one-year supply of Dettol Anti-Bacterial Soap to a family in Bantargebang.

Solihin, Corporate Affairs Director Alfamart explains, “of course we are really delighted with this collaboration, Alfamart will be happily facilitates and actively invites our loyal consumers who shop directly at Alfamart stores or via the Alfagift application to participate in providing anti-bacterial soap for one year to the families in need in Bantargebang. More that this good deed is done in the month of Ramadan.”. He hopes that this collaboration, can become an accelerator for equitable access to sanitation in for family in needs.

Heri Kurniawan, representing Yayasan Tunasmuda Care (T.CARE), further added, “T.CARE appreciate the initiative, and we believe that it can significantly assist the vulnerable communities in Bantargebang, contributing to the overall health and cleanliness of our environment. Beyond supporting families in need, every contribution made becomes a meaningful blessing on our collective Ramadan journey. We encourage more individuals to participate in the “Tambah Kebajikan di Bulan Ramadan” campaign, fostering a healthier family.” To learn more about the Tambah Kebajikan di Bulan Ramadan initiative, visit Dettol (@dettolindonesia) and Alfamart (@alfamart) on social media.

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About Reckitt Indonesia:

Reckitt* exists to protect, heal and nurture in the pursuit of a cleaner, healthier world. We believe that access to the highest-quality hygiene, wellness and nourishment is a right, not a privilege. Reckitt is the company behind some of the world’s most recognisable and trusted consumer brands in hygiene, health and nutrition, including Air Wick, Calgon, Cillit Bang, Clearasil, Dettol, Durex, Enfamil, Finish, Gaviscon, Harpic, Lysol, Mortein, Mucinex, Nurofen, Nutramigen, Strepsils, Vanish, Veet, Woolite and more.

Every day, around 30 million Reckitt products are bought globally. We always put consumers and people first, seek out new opportunities, strive for excellence in all that we do and build shared success with all our partners. We aim to do the right thing, always. We are a diverse global team of c. 40,000 colleagues. We draw on our collective energy to meet our ambitions of purpose-led brands, a healthier planet and a fairer society. Find out more, or get in touch with us at www.reckitt.com.

* Reckitt is the trading name of the Reckitt Benkiser group of companies

About Dettol Indonesia



The story of Dettol began in a hospital 86 years ago, where it was used to clean and sterilize surgical equipment to protect mothers from disease after giving birth. Since then, Dettol liquid has become a trusted and effective method in various parts of the world for cleaning wounds due to cuts, insect bites and stings, and for personal hygiene to help mothers protect their families from harmful germs. Dettol products are safe to use on the skin but are effective in killing germs in the surrounding environment.

Even though Dettol started its history with preventing infection and disease in hospitals in Indonesia, the Dettol brand mission is much bigger than that, namely to protect families as part of their daily lives at home. Every year, Dettol commits to doing more for families around the world – from visiting schools to teach children the importance of washing their hands to providing new mothers with supplies to help keep their babies clean.

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