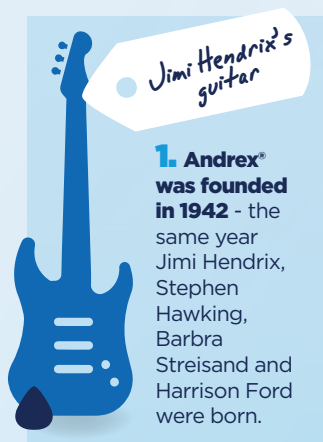
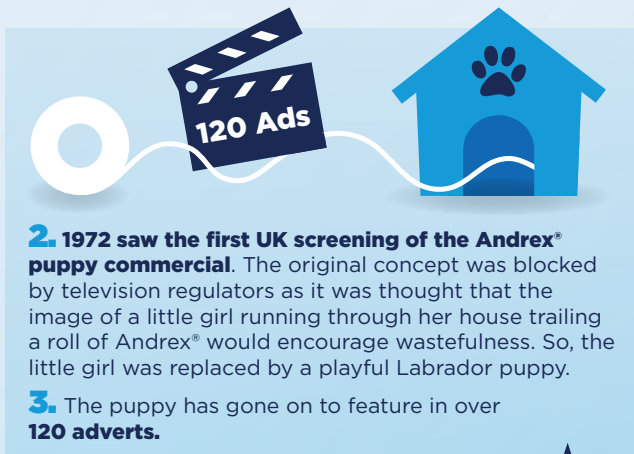


# Ten facts about Andrex® from the last 75 years



**1. Andrex® was founded in 1942** - the same year Jimi Hendrix, Stephen Hawking, Barbra Streisand and Harrison Ford were born.

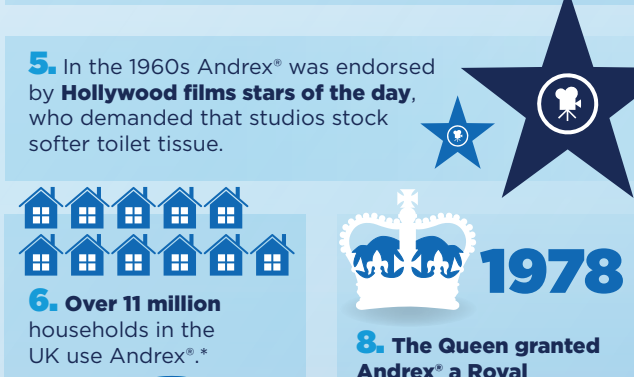


**2. 1972 saw the first UK screening of the Andrex® puppy commercial.** The original concept was blocked by television regulators as it was thought that the image of a little girl running through her house trailing a roll of Andrex® would encourage wastefulness. So, the little girl was replaced by a playful Labrador puppy.

**3. The puppy has gone on to feature in over 120 adverts.**

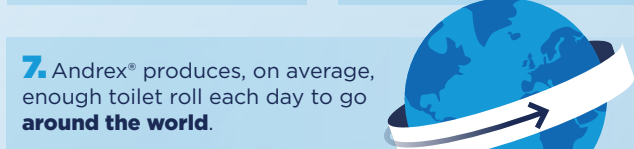


**4. The name is derived from the St Andrew's Mill, Walthamstow,** where it was first produced.



**5. In the 1960s Andrex® was endorsed by Hollywood films stars of the day,** who demanded that studios stock softer toilet tissue.

**6. Over 11 million households in the UK use Andrex®.\***



**7. Andrex® produces, on average, enough toilet roll each day to go around the world.**



**8. The Queen granted Andrex® a Royal Warrant in 1978** as a mark of recognition that Andrex® is a regular supplier of toilet tissue to the Royal households.



**9. Andrex® was originally developed for a gentleman's disposable handkerchief, sold exclusively in Harrods department store, London.**



**10. Andrex® is now officially in the top five of the UK's most-loved brands.\*\***



\*Source: Nielsen HomeScan, Data to 28.02.17

\*\*Andrex® was named fourth in annual Consumer Superbrands List 2017