

**RE: Unilever CPI**

**From:** Bethanie Chow <[REDACTED]@coles.com.au>  
**To:** Matthew Hankin <[REDACTED]@coles.com.au>  
**Date:** Fri, 01 Apr 2022 15:06:01 +1100

Ok no worries, I'll get the docs from Unilever, thanks heaps Matt.

**Bethanie Chow**

Assistant Category Manager  
**Personal Care**

L1 M11 800 Toorak Road  
 Hawthorn East Victoria 3123 Australia

T [REDACTED]  
 M [REDACTED]  
 E [REDACTED]@coles.com.au

**coles**

Value the Australian way

**From:** Matthew Hankin <[REDACTED]@coles.com.au>  
**Sent:** Friday, 1 April 2022 2:43 PM  
**To:** Bethanie Chow <[REDACTED]@coles.com.au>  
**Subject:** RE: Unilever CPI

Hi Beth,

If possible please proceed with the deo's due 4/4 per below. I'm still working through the remaining.

Matt

Description	Product Code	Current List Price	New List Price	List Price Increase	New RRP*	Effective Date
DOVE AP GF ACAI WATERLILY 8X6X220ML	4341717	232.32	248.64	7.02%	7.50	04-Apr-22
DOVE AP GF APPLE WHITE TEA 8X6X220ML	4342254	232.32	248.64	7.02%	7.50	04-Apr-22
DOVE AP GF POMEGRANATE 8X6X220ML	4341433	232.32	248.64	7.02%	7.50	04-Apr-22
DOVE AP INVISIBLE DRY 8X6X220ML	4343814	232.32	248.64	7.02%	7.50	04-Apr-22
DOVE AP NS COCONUT JASMINE 8X6X220ML	4342505	232.32	248.64	7.02%	7.50	04-Apr-22
DOVE AP NS LAVENDER ROSE 8X6X220ML	4343756	232.32	248.64	7.02%	7.50	04-Apr-22
DOVE WOMEN ANTIPERSPIRANT ORIGINAL 220ML	4343869	232.32	248.64	7.02%	7.50	04-Apr-22
DOVE MEN ANTIPERSPIRANT:DEODORANT CLEAN COMFORT:150:	2257518	232.32	248.64	7.02%	7.50	04-Apr-22
DOVE MEN AP EUCALYPTUS BIRCH 8X6X254ML	4479634	232.32	248.64	7.02%	7.50	04-Apr-22
DOVE MEN ANTIPERSPIRANT:DEODORANT EXTRA FRESH	2257530	232.32	248.64	7.02%	7.50	04-Apr-22
DOVE MEN ANTIPERSPIRANT:DEODORANT INVISIBL DRY:150:	2257540	232.32	248.64	7.02%	7.50	04-Apr-22
DOVE MEN AP INVISIBLE FRESH 8X6X254ML	3364987	232.32	248.64	7.02%	7.50	04-Apr-22
DOVE MEN AP SENSITIVE SHIELD 8X6X254ML	3724539	232.32	248.64	7.02%	7.50	04-Apr-22
DOVE ANTI PERSPIRANT ROLL ON INVISIBLE DRY 50ML	1015499	138.73	159.84	15.22%	4.49	04-Apr-22
DOVE DEODORANT ROLL ON ANTI PERSPIRANT ORIGINAL	8063489	128.30	147.84	15.23%	4.49	04-Apr-22
DOVE RO NRS CCNUT & JSMIN ANZ 8X6X50ML	3578947	128.30	147.84	15.23%	4.49	04-Apr-22
DOVE RO NRS LVNDR & ROSE ANZ 8X6X50ML	3578969	128.30	147.84	15.23%	4.49	04-Apr-22
DOVE GO FRESH:DEODORANT CCMBR & GRN TEA:50:ML	6354480	128.30	147.84	15.23%	4.49	04-Apr-22
DOVE POMEGRANATE & LEMON ROLL ON 50ML	2305552	128.30	147.84	15.23%	4.49	04-Apr-22
DOVE WMN RO APPLE & WHT TEA ANZ 8X6X50ML	3821400	128.30	147.84	15.23%	4.49	04-Apr-22
DOVE MEN ANTIPERSPIRANT ROLL ON INVISIBLE DRY 50ML	1723466	128.30	147.84	15.23%	4.49	04-Apr-22
DOVE MEN RO EUCLYPTS & BRCH ANZ 8X6X50ML	4477504	128.30	147.84	15.23%	4.49	04-Apr-22
DOVE APA CLINICAL POMEGRANATE 8X5X180ML	3722522	383.52	421.92	10.01%	11.00	04-Apr-22
DOVE WMN CLN APA ORIGINAL CLN 8X5X180ML	3364841	383.52	421.92	10.01%	11.00	04-Apr-22
IMPULSE DEO BURNT MARSHMALLOW 12X6X75ML	3720709	244.80	293.76	20.00%	6.00	04-Apr-22
IMPULSE DEO FESTIVAL 12X6X75ML	3363667	244.80	293.76	20.00%	6.00	04-Apr-22
IMPULSE BODY SPRAY ILLUSIONS	2007849	244.80	293.76	20.00%	6.00	04-Apr-22
IMPULSE BODY SPRAY MERELY MUSK	2007882	244.80	293.76	20.00%	6.00	04-Apr-22
IMPULSE DEO SUMMER 12X6X75ML	3720684	244.80	293.76	20.00%	6.00	04-Apr-22
IMPULSE DEO WANDERLUST 12X6X75ML	3579065	244.80	293.76	20.00%	6.00	04-Apr-22

**From:** Bethanie Chow <[REDACTED]@coles.com.au>  
**Sent:** Friday, 1 April 2022 2:26 PM

**To:** Matthew Hankin <REDACTED@coles.com.au>  
**Subject:** RE: Unilever CPI

Hi Matt,

Just wanted to follow up on the below as just conscious of time! Are we all good to proceed or are negotiations ongoing?

Thank you! Just want to give Soph a heads up.

Cheers,  
 Beth

## Bethanie Chow

Assistant Category Manager  
**Personal Care**

L1 M11 800 Toorak Road  
 Hawthorn East Victoria 3123 Australia

T REDACTED  
 M REDACTED  
 E REDACTED@coles.com.au

**coles**

Value the Australian way

**From:** Bethanie Chow  
**Sent:** Monday, 28 March 2022 4:37 PM  
**To:** Matthew Hankin <REDACTED@coles.com.au>  
**Subject:** RE: Unilever CPI

Hi Matt,

Apologies for the delay. Please see my comments below.

My assumption is the market will move on the Rexona 250ml, Impulse, Lynx Shower Gel and Lux.

The only one I'd push to maintain pricing and DD on is on our Lynx 250ml. Given this is exclusive to Coles and a BPBV version of core range, I believe we need to continue to drive this proposition harder and give customers a true "value" offer amidst all the price rises. As such, we will also need funding to cover.

Let me know thoughts and happy to pick up!

Cheers,  
 Beth

## Bethanie Chow

Assistant Category Manager  
**Personal Care**

L1 M11 800 Toorak Road  
 Hawthorn East Victoria 3123 Australia

T REDACTED  
 M REDACTED  
 E REDACTED@coles.com.au

**coles**

Value the Australian way

**From:** Matthew Hankin <REDACTED@coles.com.au>  
**Sent:** Monday, 28 March 2022 3:22 PM  
**To:** Bethanie Chow <REDACTED@coles.com.au>  
**Subject:** Unilever CPI

Hi Beth,

Per previous discussion on Unilever pending CPI's (4/4 and 11/4). What was your position on the current EDLP lines?

EDLP SKU's Impacted by CPI and Chris's proposal below.

**Rexona 250ml \$5 Down Down to \$6 EDV – aligned based on market changes; continue to execute on value ends and shift high low focus into 220ml core range. Need to work through establishment period**

4713673	REXONA ANTI PERSP DEODORANT:250 ML
5079187	REXONA ANTI PERSP DEODORANT:250 ML
8949220	REXONA ANTI PERSP DEODORANT:250 ML
3054072	REXONA MEN ANTIPERSPIRANT SPORT FRESH 250ML:250 ML
6554843	REXONA ANTIPERSPIRANT QUANTUM 250ML:250 ML
7620105	REXONA ANTIPERSPIRANT ADVENTURE 250ML:250 ML
89106	REXONA ANTIPERSPIRANT FOR MEN 250ML:250 ML

**Impulse 75ml \$4 Down Down to TBC – part of an ongoing conversation to move to high low, enabling promo flexibility and to drive market share turnaround. Suggest moving to high low and load up on a strong promo plan in the first 6 weeks before reviewing performance/value strategy.**

2007849 IMPULSE BODY SPRAY ILLUSIONS:75 ML  
 2007882 IMPULSE BODY SPRAY MERELY MUSK:75 ML  
 3363667 IMPULSE BODY SPRAY FESTIVAL SUMMER EDITION:75 ML  
 3579065 IMPULSE DEODORANT WANDERLUST 75ML:75 ML  
 3720684 IMPULSE BODY SPRAY SUMMER DREAMS 75 ML:75 ML  
 3720709 IMPULSE BODY SPRAY BURNT MSHMALLOW+LEATHER JACKET 75 ML:75 ML

**Lynx 250ml \$8.50 Down Down to High Low – exclusive range to Coles so push to maintain on Down Down at \$8.50 to drive value end execution and stronger differentiation. BPBV.**

3822899 LYNX DEODORANT AEROSOL AFRICA 250 ML:250 ML  
 3822902 LYNX DEODORANT AEROSOL BLACK 250 ML:250 ML  
 4479623 LYNX ANTIPERSPIRANT DEODORANT AFRICA 250ML:250 ML  
 4506420 LYNX ANTIPERSPIRANT DEODORANT BLACK 250ML:250 ML

**Lynx 250ml \$10 EDV to High Low – aligned based on market changes**

3363383 LYNX BODY WASH AFRICA:1 LITRE

**Lux 6pk \$3.60 EDV to \$4 EDV – aligned.**

4806606 LUX SOAP:WHITE::6 PACK

### **Matt Hankin**

Business Category Manager  
**Health, Beauty & Baby**

L1 M10800 Toorak Road  
 Hawthorn East Victoria 3123 Australia

M REDACTED  
 E REDACTED@coles.com.au

**coles**

Value the Australian way

 [Chat with me on Teams](#)