

Maternity care from Dettol

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Dettol recently launched the 'Mauge Lowata Dettol Suwaya' campaign to advise mothers with newborn babies on childcare, health and hygiene matters. One of several corporate social responsibility programmes, it is hoped this campaign will benefit women in the pre and post natal period by ensuring effective personal care. As part of the campaign, District Medical Officers visited hospitals in Mahiyangana, Bandarawela, Haputale, Bibile and Katharagama and held seminars on maternity care followed by question and answer sessions. Mothers who were present received a maternity care kit from Dettol. Asif Jiffry, Brand Manager Dettol said this campaign is aimed at the wellbeing of Sri Lankan mothers and children. He said he was pleasantly surprised by the enthusiasm with which it was received and the large crowds that had gathered to watch the TV trailers and listen to the radio updates. Other social responsibility programmes initiated by Dettol include the Dettol 100% Attendance Programme and the Health and Hygiene Programme carried out in conjunction with schools.