



RB Acquires Queen V

An insurgent consumer loved brand in \$7Bln+ female intimate hygiene category, re-enforcing commitment to Sexual Wellbeing growth, de-stigmatization and development.

London, January 20, 2021 – RB today announces that it has acquired Queen V, a feminine wellness brand established in the US, focused on vaginal health. Founded in 2018 in California, Queen V takes a unique and inclusive approach to vaginal health with its commitment to make feminine wellness more accessible and empower women to take control of their bodies.

The acquisition of the Queen V brand is demonstrative of RB’s commitment to innovative, purpose-driven brands that consumers love and is in line with the strategy to play in new spaces and adjacencies. Queen V will be part of RB’s Health Global Business Unit, alongside leading sexual wellbeing brands, KY and Durex.

“Queen V is a fantastic purpose-driven brand with products that appeal to the needs of our diverse and evolving customer base. This innovative brand has the potential to enhance wellness and make a positive difference to many consumers’ daily lives. Working together with the Queen V team, we are committed to the shared mission of de-stigmatization, focusing on women’s needs and vagina-positivity” said Olga Osminkina-Jones, Global Senior Vice President of Sexual Wellbeing at RB.

For further information, please contact:

Patty.ohayer@rb.com / james.fearnley-marr@rb.com

About RB

RB* is driven by its purpose to protect, heal and nurture in a relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege, for everyone.

RB is proud to have a stable of trusted household brands found in households in more than 190 countries. These include Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite, Air Wick and more. 20 million RB products a day are bought by consumers globally.

RB’s passion to put consumers and people first, to seek out new opportunities, to strive for excellence in all that we do, and to build shared success with all our partners, while doing the right thing, always is what guides the work of our 40,000+ diverse and talented colleagues worldwide.

For more information visit www.rb.com

**RB is the trading name of the Reckitt Benckiser group of companies*

About Queen V

Queen V is a female powered, gen z & millennial-focused vaginal hygiene and wellness brand that is changing the face of the category. Founded by the daughter of a gynaecologist, by woman for women brand, Queen V is dedicated to giving consumers the royal treatment by cultivating a community to speak openly about vaginal wellness. The company introduced a line of pH-balanced, better-for-you products that are easy-to-use, and accessible to women everywhere.