



HUL believes in consumer centricity and as a responsible company is committed to providing safe and quality products to our consumers.

HUL has been a pioneer in protecting brands, business and consumers and has always been vigilant in the market place.

We recognise that fake and counterfeit products pose a huge threat. Initially, the problem of fakes and counterfeit products was restricted to limited areas at the local or regional level. But today, it has become global issue, engulfing different sectors of industry due to advancement in technology

HUL has enhanced its approach to deal with this issue to minimise the impact on its consumers and brands that they love.

If you come across any suspicious looking or fake products, please call us on 1800-10-22-221 or email us at report.fake@unilever.com

We will initiate an investigation and take appropriate action through our legal department.

REPORT Suspicious Products or Unfair Competition

Call Levercare on
1800-10-22-221

Email to
report.fake@unilever.com



Sr. no	Identifying fakes	Look for or Observe below
01	Quality of label	The genuine products would have good paper ,sharp printing, clear colors, no distortion or no snow/ghost dots visible
02	Legal declaration	Name of Company , product name, address, license numbers, packing date, Retail price , quantity and all these in correct spelling ,Weight of the products matching to declared weight, fake would have less weight. Correct Lever care numbers and logo, correct U logo
03	Colour of pack	Watch fading or consisting shade of colour , mat or glossy across pack
04	Accuracy of shape	Perfect casting of die and shape of product with no scratches, dots, wholes, peeling. Fake shape would differ in terms of finish and size. Design for caps, bottle would be slightly different or rough as can be seen by eyes or touch
05	Fineness in embossing	Brand name of brand logo will be fine and evenly coded
06	Authenticity of fragrance	Consistence perfume or smell
07	Correctness of logo	Logo will be printed correctly without any distortion
08	Overall feel of product	Overall feel and print quality will be smooth and good across, quality and pattern will be consistent