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**COMP/M.6221 - COLGATE PALMOLIVE / SANEX BUSINESS**

**SECTION 1.2**

**Description of the concentration**

The Commission has received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 (the “Regulation”). On 22 March 2011, companies of the Colgate-Palmolive Group (“CP”) entered into an agreement with Unilever PLC and Unilever N.V. (“Unilever”) with the intention to acquire, upon completion, 100% of Unilever’s Sanex business (“Sanex”), thereby granting CP sole control over Sanex’s activities within the meaning of Article 3 (1)(b) of the Regulation.

CP is active internationally in the consumer goods sector and has as its core businesses oral care, personal care, home care and pet nutrition. Sanex is active in the personal care sector.

The notified concentration follows the *Unilever/Sara Lee Body Care* Commission’s Decision (M.5658) dated 17 November 2010 whereby the Commission’s clearance was conditional upon full compliance with the commitments offered by the merging parties to divest Sanex in order to remove competition concerns arising from that transaction.

The sector concerned by the proposed transaction is the personal care sector. The proposed transaction results in affected markets in certain Member State in relation to the sale of bath and shower products, soap, and deodorants.