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## ECB Announces Refreshing New Partnership with Radox

The England and Wales Cricket Board (ECB) has today announced a new partnership with Radox, the UK's number one shower and bathing brand<sup>[1]</sup>, incorporating the Men's, Women's, and Disability England teams.

The partnership will see the iconic Radox brand appear at grounds across the country with a campaign that marks the recent relaunch of their shower gel range.

Radox will further celebrate the most refreshing moments from the summer

of cricket through England Cricket's social media channels; they are calling on fans to submit their most refreshing moments during the series for the chance to win Men's and Women's Ashes tickets.

Russell James, Sales & Marketing Director at the ECB said, "We're delighted to announce this new partnership with Radox. We have partnered with Unilever for numerous seasons now and, as we eagerly anticipate the upcoming Men's and Women's Ashes, there is no better time for one of their top performing brands, Radox, to join up with the sport to help amplify their new shower gel range."

Chris Barron, General Manager, Personal Care, Unilever UK & Ireland commented, "We're so excited to see Radox partner with England Cricket. We feel there is a great fit between the two; Radox was founded back in 1908 with the objective to ease the fatigue of weary bodies and minds. Fast forward to today, Radox stands for helping people find a moment of recovery and restoration within their daily cleansing routine through the transformative power of fragrance and mineral therapy.

"We're looking forward to supporting all England's players and keeping them refreshed over the season!"

Radox's partnership with England Cricket follows their exciting re-launch of their iconic shower gel range that features a new bottle made of 50% recycled plastic<sup>[2]</sup> which is 100% refillable with their new refill pouches. There is a fresh line-up of mood boosting fragrances that cater to everyone, including an exciting new bright pink strawberry and raspberry variant, "Feel Radiant".

<sup>[1]</sup>Topline Report, Shower and Bath, Total Coverage, MAT, 03-2023

<sup>[2]</sup>Excluding cap and label

## Contacts



### **Chris Tuttlebee**

Press Contact

Corporate Communications Lead

[chris.tuttlebee@ecb.co.uk](mailto:chris.tuttlebee@ecb.co.uk)

+44 (0)7824 551713



### **ECB Press Office**

[media@ecb.co.uk](mailto:media@ecb.co.uk)