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# P&G launches health and hygiene institute in Singapore

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**The Health and Hygiene Institute of the P&G SgIC will champion high-quality scientific research and behavioral insights to encourage people to adopt hygiene practices that protect health**




Procter & Gamble, a leading fast-moving consumer goods company, on June 30, 2021, launched the Health and Hygiene Institute of the P&G Singapore Innovation Center.

The Health and Hygiene Institute of the P&G SgIC will be a scientific research and innovation hub that focuses efforts on research in areas related to health and hygiene, bridging data science, microbiology, and behaviour insights with product development

The newly launched institute aims to champion high quality scientific research, product innovation and behavioral insights that will lead to improved hygienic practices and the protection of health.

“Health and hygiene have taken center stage in a Covid-19 world. As part of our commitment to improving the lives of consumers, we wanted to build our research and innovation capabilities in these areas and lend our expertise and voice to advocate for best hygiene practices in Singapore and around the world,” said Yuko Nakamura, Vice-President of Research and Development and Site Leader for the SgIC.

“We also hope to bring the science to life through our hygiene products across various P&G brands, in order to support our consumers in achieving their desired health and hygiene outcomes.”

With this launch, P&G is building on its commitment as a force for good and for growth, looking to serve its consumers better by leveraging science and innovation to meet changing consumer needs and expectations in a Covid-19 world.

As a thriving hub of consumer-centric innovation and the largest private research facility in Singapore, the SgIC is equipped with advanced research capability to deliver end-to-end innovation enabled by a wide range of expertise from biochemistry to big data. The center also works closely with A*STAR and a constellation of leading research entities in Singapore including NUS, NTU, NUH.

At the heart of the world’s most diverse regions, the Health and Hygiene Institute of P&G SgIC will have access to top talents and a vibrant ecosystem of partners within the region.