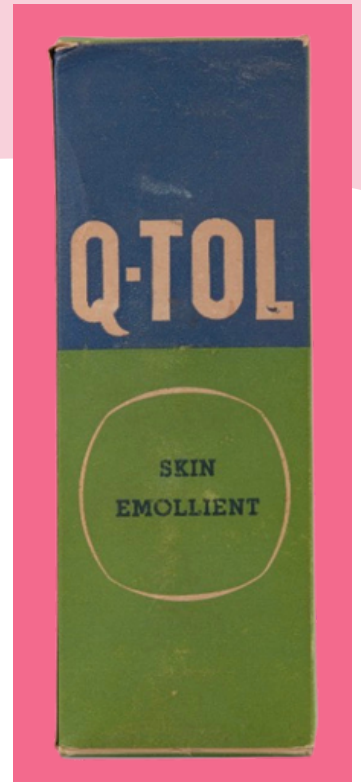




The History

Long before "clean beauty" was a marketing term, before antiseptic lotions came in a hundred competing formats, there was Q-Tol. A bottle that sat in the medicine cabinet of nearly every New Zealand household, doing one job and doing it properly, the go to product: chilblain, chaffing, soothing sunburn, easing insect bites, taking the sting out of a graze, and calming irritated skin.

It has been there for generations. Chances are, your parents had a bottle. Chances are, so did theirs.



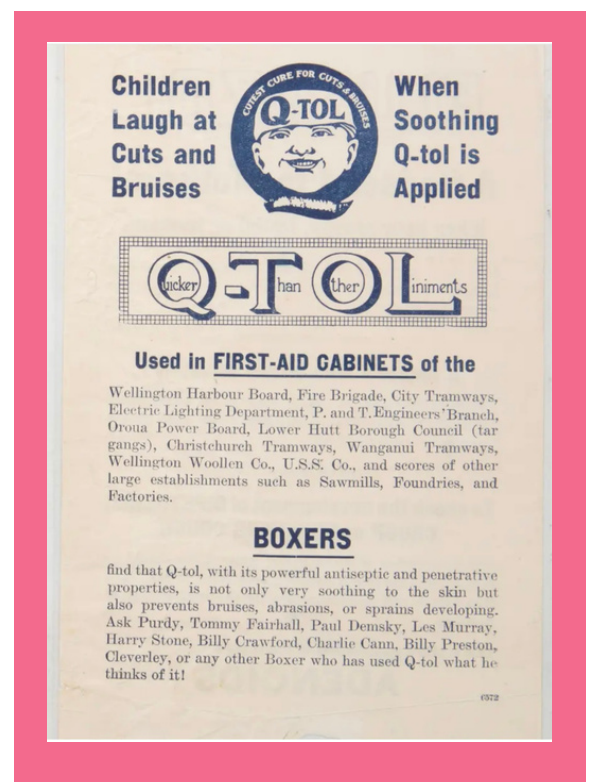
Born in Wellington

Q-Tol's story begins around 1915 in Wellington, when a chemist named Cecil W. Palmer set up a small laboratory to make and sell a simple, effective antiseptic skin lotion. He called it Q-Tol. "Quicker Than Other Liniments"

Palmer's little venture grew alongside a companion product, a cold and throat remedy called Fluenzol to fight influenza, and together the two became the backbone of the business. The company was called Q-Tol Laboratories & Fluenzol Pty. It was a proudly local operation, "Made in N.Z."

The company grew and expanded the product range to include Q-Tol Toothpaste, Q-Tol Shaving Cream, Q-Tol Shampoo. They eventually had a larger factory built in 1933 on Lambton Quay, that building is still there today.

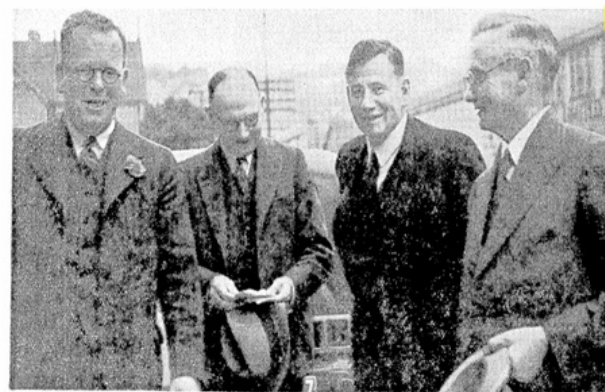
When Palmer passed away in 1934, the business passed to the Manager, W.H. Stevens, who carried the Q-Tol name forward through the middle decades of the century, keeping the formula true to what New Zealanders had come to trust. The building was expanded in the 1940s and Lever Brother's Soap company occupied some of the factory space, and distributed the Q-Tol brands alongside their soaps.





A Brand That Outlasted Its Founders

Good products have a way of outliving the people who invented them, and Q-Tol is a case in point. As New Zealand's pharmaceutical and consumer goods industry consolidated through the twentieth century and after WWII, Salmond Smith Biolab manufactured Q-Tol, one of the country's major health and consumer product houses, who kept the little antiseptic lotion on pharmacy shelves nationwide.



AT THE FLUENZOL LABORATORIES.—From left: Mr. W. H. Stevens (managing director of the Q-Tol Fluenzol Laboratories) receiving Mr. L. J. Schmitt (Secretary to the Department of Industries and Commerce), Mr. Sullivan (Minister of Industries and Commerce), and Mr. Savage (Prime Minister), when they arrived to inspect the plant yesterday.

Later, Q-Tol was distributed by Douglas Drug, New Zealand's largest family-owned healthcare and pharmaceutical manufacturing company. Founded in 1967, Now called Douglas Pharmaceuticals is still here today.

In 1996, when Salmond Smith Biolab's health and beauty business was bought by Wilson Consumer Products, Q-Tol came along with it, carried forward by people who understood exactly what they had: a genuine piece of New Zealand's home medicine cabinet history, not just another line item. One of the original workers from Salmond Smith (over 40 years) still works part-time for Wilson's today.

Along the way, a New Zealand formula built on a simple, time-tested antiseptic has stayed close to what it always was. No fuss, no unnecessary ingredients, just something that works.



Still Here, Still Trusted

Over a century on from Cecil Palmer's original bottle, Q-Tol is still what it has always been: a straightforward, dependable antiseptic lotion for the everyday bumps, bites, burns and grazes of New Zealand life. Beach summers. Backyard cricket. The bike ride that ended in a scraped knee. The gardening job that ended in a bee sting.

It is a brand that has earned its place through three or four generations of New Zealand families, not through reinvention, but through consistency and reliability. The bottle may have changed a little over the years. What is inside it, and what it stands for, has not.

Q-Tol: a piece of New Zealand history, still doing its job today.