

# Shoprite, Woolworths, PnP and Dis-Chem pull TRESemmé off shelves

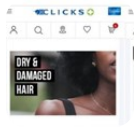
Some of South Africa's largest retailers have followed Clicks in removing all TRESemmé products from shelves.



Image credit: @TRESemme\_SA via Twitter

"We can confirm that TRESemmé products have been removed from sale in our stores," the Shoprite Group – which owns the Checkers, Shoprite and U-Save brands – said in a short statement to Bizcommunity.

Yesterday, Clicks announced that [it will delist TRESemmé](#) and fill the gap on shelf with locally-sourced haircare brands. The move follows a [public outcry over a marketing campaign](#) on the Clicks website which promoted racist stereotypes about hair.



## Clicks delists TRESemmé, accepts resignation of senior exec

8 Sep 2020



Woolworths confirmed that it too has pulled TRESemmé products from shelves in a statement that said, "Woolworths has taken the decision to remove all TRESemmé products from our shelves with immediate effect. As a company, we are deeply aware of our responsibility to confront racial prejudice and disparities when they are identified. We do not support the racial biases expressed in the TRESemmé campaign."

Pick n Pay indicated in tweets on its official Twitter account that it will be removing TRESemmé products while it engages with the supplier.

"Given the recent concern about the language used by TRESemmé their product line, we have decided to remove the

products from our shelves while we engage with the supplier," the tweets said.



Replying to @dramadelinquent @CheckersSA and @Dischem

Hi, Given the recent concern about the language used by TRESemme their product line, we have decided to remove the products from our shelves while we engage with the supplier.

4:01 PM · Sep 9, 2020 · TweetDeck

19 Retweets 13 Quote Tweets 44 Likes

Screenshot from Twitter

Health and beauty retailer Dis-Chem also confirmed in tweets this morning that it has removed TRESemmé products from stores. "We have confirmed that all TRESemmé products have been withdrawn from our shelves. The decision was taken on Tuesday and this has been implemented across our stores nationally."



Replying to @Sentletse

We have confirmed that all TRESemme products have been withdrawn from our shelves. The decision was taken on Tuesday and this has been implemented across our stores nationally.

10:09 AM · Sep 10, 2020 · Twitter Web App

1 Retweet 1 Quote Tweet 1 Like

Screenshot via Twitter

The Economic Freedom Fighters (EFF) have been protesting outside Clicks stores since the start of the week and encouraged a boycott of the retailer in light of the racially offensive campaign. Over 400 Clicks stores have been affected by the protests, with one petrol-bombed and some others vandalised by EFF members.

On Tuesday, Clicks secured an interim court interdict which prevented the EFF from threatening or intimidating Clicks staff and customers. The interdict does however allow for peaceful protest.

Clicks shut its stores across the country on Tuesday to engage directly with its store staff across the country and provide counselling and support. The retailer also announced the resignation of an unnamed senior executive responsible for the campaign, and all employees involved in its publishing have been suspended.



Racist Clicks haircare campaign leads to backlash and picketing

7 Sep 2020



Nonkululeko Gobodo, a non-executive director for the Clicks Group, has [urged Clicks and TRESemmé](#) to release the names of the senior executives and the agency involved in the publishing of the controversial advert.

Aside from an apology published on the Unilever South Africa website on Friday, Unilever and TRESemmé have not issued any further formal statements on the matter.

*This article was updated shortly after publishing to include information relating to Dis-Chem.*

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