



(Hector's Dolphin. Endangered species "Cephalorynchus hectori")

# OUR COMMITMENT IS TO HELP PROTECT THE HECTOR'S DOLPHIN.

The dolphin species you see here is found only in New Zealand coastal waters.

It's one of the world's smallest, reaching just 1.4 metres in length. The total population is similarly small: 3,000 to 4,000.

As you might expect, such limited numbers are vulnerable to man's activities.\* Research has shown that they are prone to the pollution flushed into the ocean from nearby rivers.

But there are other hazards. In recent years many Hector's Dolphins have perished from

entanglement in fishing nets.

The result is their mortality rate is higher than their birth rate.



If this continues they will eventually become extinct.

But thankfully their plight is not being ignored. Dr Stephen Dawson and Dr Elizabeth Slooten of Otago University are researching ways to protect and save the Hector's Dolphin. ...a cleaner home and a cleaner world.

Reckitt & Colman, makers of Down To Earth, are sponsoring this project. Our commitment is to help preserve this endangered species, and you'll be supporting us in this whenever you use Down To Earth products.

Together we can take action to help save the Hector's Dolphin for future generations. If you would like to know more about Hector's Dolphins, contact 'Save the Hector's Dolphin Project', Private Bag, Symonds Street, Auckland. Telephone (09) 358 3022.



\* PCB/DDT