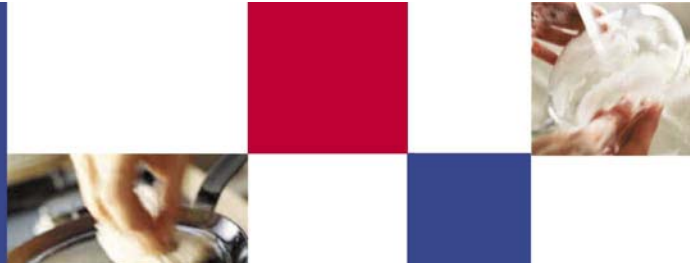


Clean Living

June 2005



WELCOME

Welcome to the June edition of the Clean Living Newsletter, which aims to keep you up to date with important hygiene issues that are making the news. This month we look at Cancer Research UK's recent findings and give you some top tips that will help you keep your home looking great this summer!

Hygiene in the News

Improved home hygiene contributes to fall in stomach cancer incidence

28 April 2005 (Cancer Research UK)

Despite the overall increase in the incidence of cancer, mainly due to the ageing population, UK cancer mortality rates are falling thanks to earlier diagnosis and better treatment. The good news also is that rates of stomach cancer, once the most common type of cancer, are falling. Cancer Research UK attributes this to improved home hygiene, which has reduced prevalence of *Helicobacter pylori*, and improved food preservation and storage.

Their statisticians used the IARC GLOBOCAN 2002 database to compare incidence and mortality rates in different regions of the world, and describe the changes in the numbers of people being diagnosed between 1975 and 2002.

Nation guilty of home dirt ignorance

Birmingham Post 2 May 2005

Most people believe their homes are not clean enough, according to a new survey which also reveals the nation's ignorance about household germs. The pressures of modern-life may have caused apathy towards hygiene, the research says.

Two-thirds of respondents said they did not clean their homes regularly and only did chores when they had time. Just 17 per cent of the 1,524 people questioned thought their homes were clean enough.

The Domestos Report reveals that many Britons do not know what effect household germs could have on their health. More than half of the people interviewed knew that germs could be spread via dishcloths and human hands.

Germaphobia Road Show

To help educate the public about the germs that inhabit their homes the informative and interactive Domestos Germaphobia Road Show will be visiting shopping centres across the country during the months of June and July so keep your eyes peeled for:

17-18 June	Bluewater, Kent
24-25 June	Meadow Hall, Sheffield
1-2 July	Trafford Ctr, Manchester
8-9 July	Metro Ctr, Newcastle
15-16 July	Cwmbran Ctr, Newport
24-25 July	Bullring, Birmingham

Introducing...

Ever wanted to know what the germs that inhabit the corner of your shower look like? Well, now you can! Log on to www.millionsofgermswilldie.com to view the latest Domestos ad and find out which filthy germ is pictured here.



Did You Know?

Bleach is the best thing for removing stains from kitchen surfaces and getting stainless steel sinks shiny, especially compared to 'scratching' abrasives.

And Finally...

We hope you are enjoying the Clean Living updates. We are always happy to receive any feedback you may have, so please email any queries or comments to cleanliving@uk.cohnwolfe.com.

If you do not wish to receive further copies of this newsletter, please e-mail: cleanliving@uk.cohnwolfe.com

Top Tips

Follow these top tips from Domestos to help you keep your home hygienically clean and looking great this summer...

- Use a bleach cleaning spray to clean your bin lids, which are liable to be especially smelly in the summer months
- Add a few squirts of bleach to a vase of cut flowers to keep the water free from bacteria and to help them last longer
- Using a bleach spray to clean your plastic garden furniture can remove any mould or mildew that may have built up over the winter months, and will leave it looking fresh and hygienically clean ready for the summer months
- Mouldy grouting can be made white again by using a bleach based detergent
- Bring the shine back to your kitchen by using bleach on your stainless steel!

Domestos Bleach Cleaning Spray makes targeting those hygiene hotspots even easier, giving families added reassurance that their home is hygienically clean through the summer months.

