

Clean Living

December 2005

WELCOME

Welcome to the December edition of the Clean Living Newsletter keeping you up to date with the latest hygiene issues that are making the headlines. This month we look at winter germs and give you some tips to help keep your home hygienically safe, so you and your family can enjoy a great Christmas together ...



Hygiene in the News



New report warns of hygiene complacency in a world awash with common cold and influenza viruses (29 September 2005)

A new report suggests that simple improvements in hygiene could reduce the transmission of respiratory viruses by helping to break the chain of infection. Good old-fashioned hand washing and disinfecting surfaces with bleach were found to be effective ways of preventing transmission in the report by John Oxford, Professor of Virology, and Dr. Rob Lambkin of Retroscreen Virology Ltd., of Queen Mary's School of Medicine.

The influenza virus can survive on hard non-porous surfaces in low humidity and at cooler temperatures for up to 48 hours and could easily contaminate any hands they come into contact with. It is therefore possible that the chain of infection can be interrupted by environmental manipulation.

Domestic bleaches may be important in breaking the chain of transmission. Professor Oxford commented: "First and foremost to reduce virus transmission attention must be paid to hand washing and then when this is satisfactory, focus on cleansing surfaces and equipment shared by others such as desks, tables, telephones and door knobs."

A quick note on winter viruses...

Although they're small, viruses can be incredibly powerful. **Norovirus**, also known as the winter vomiting bug, needs as little as 10 – 100 microscopic particles to cause infection but a vomiting attack caused by this virus can release an estimated 30 million virus particles into the air. **Norovirus** is thought to cause more stomach upsets in the UK than any other germ.

Rhinoviruses cause up to 40 per cent of common colds. Rhinovirus infects people all year round with a peak in the autumn and winter.

Often people think they have the 'flu when in fact all they have is a common cold. **Influenza** is likely to leave you in bed for a week and it's highly infectious - 100,000 'flu particles can be projected into the air with just one sneeze. In just 12 hours, the 'flu virus can invade one million of your nose and throat cells. A sneeze, which can carry the virus, travels at 80 miles per hour and can reach distances of up to 30 feet away.

Bleach is the only household cleaner that kills all known germs - use an appropriate targeted cleaning regime to hygienically clean small surfaces and help protect you and your family from winter viruses.

Check out www.millionsofgermswilldie.com for more information on how to combat household germs.

And finally...

We hope you are enjoying the Clean Living updates. We are always happy to receive your feedback, so please email any queries or comments to cleanliving@uk.cohnwolfe.com. Domestos would also like to take this opportunity to wish you a very Merry Christmas and a Happy New Year!

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

This year at the **CPHVA Conference** Domestos found out what you think about Superbugs and here are the results...

- 60 per cent of you believe that Superbugs, such as MRSA, pose a threat within the community
- Only 46 per cent of you knew that bleach is the only cleaning product that tackles ALL types of germs including fungi, bacteria and viruses
- A further 34 per cent recommend bleach in the home

Professor Chris Griffith of the University of Wales Institute, Cardiff presented the Domestos fringe seminar. He highlighted the fact that Superbug pathogens exist outside of hospitals and can be acquired within a community-based setting. Therefore it is just as important to maintain high levels of hygiene within the home, particularly for people who are recuperating after giving birth, recovering from illness, or are old or infirm.

Cleaning with Domestos Bleach Cleaning Spray can help prevent you and your family getting ill this winter – it kills all germs, including winter viruses.



Congratulations!!!

Gus Brown, lead nurse from Queen Mary's in London, was the lucky winner of the fantastic prize of a year's supply of Domestos at the annual CPHVA Conference in Bournemouth 10 -12 November 2005.

