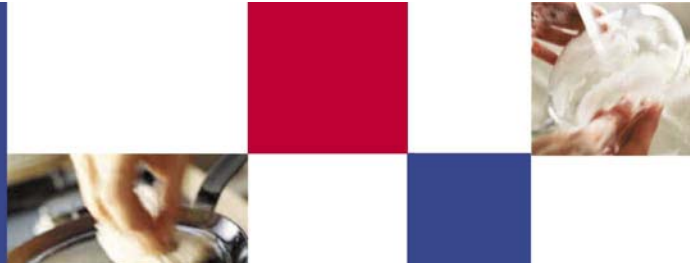


Clean Living

March 2006



WELCOME

Welcome to the March 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 Spring Cleaning and give you some top tips to help you keep your home hygienically clean, so you and your family can enjoy year round good health.

Hygiene in the News

Beat the bug – Sun guide to beating the winter vomiting bug (The Sun, 15 February 2006)

A winter vomiting bug is sweeping the nation, closing schools and hospital wards and making thousands ill. Sun doctor Carol Cooper looks at ways to identify and treat the norovirus bug.

Symptoms usually last 12-60 hours and include sudden nausea, stomach cramps, fever, projectile vomiting, diarrhoea and sunken eyes. There is no treatment for the bug other than replacing lost fluids and bed rest. Anyone who is suffering should wait for 24 symptom-free hours before going back to school or work. The bug usually subsides within 48 hours.

How to reduce your chances of picking up norovirus:

- Avoid touching your nose, eyes and mouth with your hands. Wash them thoroughly using soap and water after going to the toilet, touching contaminated items, before preparing food and before eating
- Regularly clean and disinfect surfaces frequently touched by different people, including door and cupboard handles, toilet flush handles, washbasin taps and telephones
- Use a bleach based cleaner, such as Domestos Bleach Cleaning Spray to decontaminate surfaces
- Pour bleach down your loo on a regular basis, especially if someone in the household is vomiting or has diarrhoea
- Unlike antibacterials only bleach kills all known germs

How to keep vases shiny and gunk-free The Times, 3 February 2006

Fresh flowers bring an instant glow to the home but if the flowers are standing in a manky vase complete with green, slimy residue, what would the neighbours say? Why not add a teaspoon of bleach to the water: this makes blooms last longer and helps to kill bacteria on the stems. Any leaves that will stagnate should also be removed.

When it is time to throw flowers out, fill it with clean water, add a capful of bleach and leave it to work before rinsing.

New Domestos 5x

Germs can breed and multiply every time the toilet is used and, until now, there hasn't been a toilet cleaner or bleach that can kill germs flush after flush. New Domestos 5x has a revolutionary formulation containing C-TAC, which coats the toilet bowl and kills germs instantly on contact.

Domestos 5x continues to attack and kill germs for up to five times longer than any other bleach or toilet cleaner.

Available now in a supermarket near you.



Spring Cleaning Top Tips

Dust and grime builds up in the home during the winter with the windows and doors kept closed and the heating turned up. Now that spring has arrived, give your home a breath of fresh air with a thorough spring clean.

- Bathroom and kitchen tiles and grout can be kept mould free with regular use of a bleach cleaning spray
- Eliminate dirty, smelly kitchen bins by sterilising regularly with a dilute solution of bleach
- If you have pets, regularly wipe down your litter trays or cages with a bleach cleaning spray
- Squirt bleach generously under the rim of your toilet and leave overnight or for a few hours to kill germs and remove stains
- Help prevent the spread of bacteria in your kitchen – make sure you regularly sterilise your cloths and sponges with a dilute solution of thick bleach
- Pour thick bleach down your plugholes and overflows to help prevent blockages and keep them smelling fresh
- Door knobs, taps, light switches and loo handles should be regularly disinfected with a bleach cleaning spray to help prevent germs spreading around the house

Help keep your home hygienically clean by regularly tackling these hygiene hotspots throughout the rest of the year too.

Did you know?

In a recent survey carried out by Domestos, 65 per cent of consumers said they would use the same cloth for washing up and wiping kitchen surfaces.

- Never try to clean work surfaces with the cloth you used to do the dishes – this can spread more germs than it cleans away! Damp dishcloths can be a breeding ground for germs so keep them hygienically clean by regularly soaking in a dilute solution of Domestos bleach.

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

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

