

FOR HANDS THAT DON'T DO DISHES ...

Submitted by: Ketchum

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NEW FAIRY ACTIVE BURSTS FOR DISHWASHERS

This month marks the arrival of an innovative home cleaning product – new Fairy Active Bursts for dishwashers. Adding glamour to your kitchen and a diamond-sparkle to your tableware, all-in-one Fairy Active Bursts for dishwashers are a kitchen essential for women who would rather spend time maintaining their hands than their dishes.

Beautifully designed and with no fiddly, hard-to-unwrap packaging, new Fairy Active Bursts are sure to top every glamorous woman's home shopping list, including super model Jodie Kidd: "New Fairy Active Bursts for dishwashers are a must-have accessory this Spring – in fact, who wouldn't want to show off the latest edition to the Fairy collection, whatever the season! Perfect for ladies like me who don't do dishes, I can pop one of the little pods into the machine and then run to my next appointment knowing that my dishes will be clean and sparkling when I return home."

Bursting with built-in rinse aid action, salt action and complete with the unbeatable cleaning power of Fairy, each Fairy Active Bursts "pod" dissolves quickly and completely in water. In fact, ninety percent of women agree that Fairy Active Bursts are very convenient to use.

Another unique, British design from the makers of Fairy liquid, new Fairy Active Bursts have a patented delivery system guaranteeing all-in-one cleaning action for your dishwasher. Designed and tested for use on all leading dishwashers, Fairy Active Bursts offer unbeatable cleaning on stubborn food and drink such as lasagne, porridge and tea. Its unique formula, which includes built-in glass protection and metal shine, means that after using the product, 8 out of 10 women agreed that Fairy Active Bursts leaves cutlery, dishes, pots, pans and glassware really clean and sparkling.

Naomi Cleaver, design consultant and homes expert, recommends new Fairy Active Bursts for dishwashers: "Not only does this product look good – these jewel-like pods look gorgeous - there is no fiddly packaging and the pods smell deliciously fresh. Plus, as you would expect from Fairy - known and trusted by millions of women in the UK - the product is kind to your hands as there is no need to touch the detergent. Complete with the unbeatable cleaning power of Fairy, I know that my pots and pans are in good hands with Fairy Active Bursts."

Fairy fans are also invited to enter the search to find the 'New hands of Fairy' online at www.fairyactivebursts.com from the beginning of February. The owner of the Nation's most glamorous hands will be made famous online and will take home £500 to purchase a top-of-the-range dishwasher and a year's supply of Fairy Active Bursts.

Demonstrating the unbeatable cleaning power of Fairy, you can also look out for three of the Nation's favourite TV chefs - Ainsley Harriott, Antony Worrall Thompson and Gary Rhodes - cleaning-up lunch on a new TV ad on air from 1st February 2006.

So, for hands that don't do dishes, try new Fairy Active Bursts for dishwashers with the unbeatable cleaning power of Fairy. All you need to do is add one pod to the machine and let Fairy Active Bursts do the hard work – leaving you with time on your hands for more glamorous pursuits.

Available in original and lemon variants, new Fairy Active Bursts for dishwashers are available from all leading supermarkets in pouches of 15, 30 and 45 and are priced at £3.49, £6.79 and £8.99 (RSP) respectively.

- ENDS -

The Good Housekeeping Institute accredits new Procter & Gamble Fairy Active Bursts for dishwashers.

Notes to Editors:

For further information and product samples, contact:

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