

Boots warns Brits to watch out for possible insect infestation

Submitted by: pr-sending-enterprises

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Spring has had a sting in its tail this year, and Boots is warning the UK to keep watch of an insect infestation, as it reports a year-on-year increase in the sale of insect repellents by over 80% compared with 2007.

The data from Boots (<http://www.boots.com/>) shows that sales of remedies for insect bites (http://www.boots.com/onlineexperience/flexible_template_2006.jsp?classificationid=1051177) and stings have increased by over 80% compared to the same time last year. The mild winter and wet spring, combined with the warm weather of recent days, has helped to create the ideal breeding conditions for a range of mosquitoes and insects, and in particular the culicoides midge, which bites humans. Originally only found in Scotland, they are now spreading across the UK.

Angela Chalmers, Boots Pharmacist, noted that the volume of people coming into stores with insect bites so early in the summer is very unusual. Generally July and August are the key months for pest prevention, but these environmental conditions have meant that the season has started much earlier than normal.

Angela has a number of tips to help repel mosquitoes (http://www.boots.com/onlineexperience/flexible_template_2006.jsp?classificationid=1047205) and insects:

- Mosquitoes love strong smells, especially perfumes or aftershave, so people should avoid wearing these to reduce the risk of being bitten
- Avoiding wearing dark colours can also help. Mosquitoes often try to land on dark clothing thinking it is a tree or bush, so it's best to wear light colours - which are also more suitable for summer weather as they help to keep the wearer cooler
- Ensuring insect repellent is applied to ALL exposed areas of skin is important too, as wherever a bit is missed insects can land and bite. Repellents

(http://www.boots.com/shop/product_list_endeca_template.jsp?classificationid=318) act by disorientating the insect, which then flies off because it cannot land.

About Boots

Boots is the UK's leading retailer of health products also providing health information.

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Press contact for all media enquiries:

Carrie Eames
PR Manager
Boots
DW WG14
Thane Road
Nottingham

NH90 1BS
Tel: 0115 959 5995
www.boots.com