

SALES OF 100% NATURAL HAND SANITISER SOAR AS LONDONERS GERM PROOF THEMSELVES AGAINST SWINE FLU

Submitted by: Sparkle PR

Monday, 11 May 2009

Following the Department of Health's major public information campaign aimed at combating the spread of swine flu, experts behind Quash, a 100% natural hand sanitiser have been sampling today across London to help people avoid infection.

Within one hour, sales of the everyday spray shot through the roof as over 4,000 Londoners took further basic steps to avoid coming into contact with the virus and spreading it on. Dressed in distinctive white boiler suits, the sampling team have targeted major train stations across the capital as viruses are easily transferred on public transport.

Andrew Vivian, Quash expert comments "We wanted to support the governments 'catch it, kill it, bin it' campaign and give consumers the opportunity to trial Quash and highlight it's germ busting benefits. On average, we touch our faces every five minutes and if we haven't washed our hands, germs can be spread through the eyes, nose and mouth."

"You'd be hard pushed to believe Londoners aren't taking the swine flu risk and their personal hygiene habits seriously if sales of Quash this morning are anything to go by."

ENDS

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Notes to editors:-

Quash is widely available from all Superdrug, WHSmith travel stores, selected Tesco and pharmacies and has been clinically tested and proven to dramatically reduce the spread of disease, killing 99.9% of all known germs and bacteria in seconds, including MRSA, EColi, Salmonella and the common cold and flu..

Its formula targets germs on the hand by killing the pathogens before they enter the body but it's less abrasive formulation does not damage the skin. Instead it uses Aloe Vera and Lavender to moisturise and 'wonder treatment' Manuka Honey – a medical grade honey indigenous to New Zealand with extremely powerful natural healing and anti-bacterial properties.

Alcohol-based sanitising products are routinely used by hospitals and GP surgeries but their detrimental effect to the skin could actually add to the problem of infection control. Alcohol dries the skin and, with regular use, causes microscopic cracks and fissures in the skin which encourage germs to remain and breed.

Quash – Active Ingredients

Like alcohol-based solutions, Quash works without water, is as effective at killing bacteria but is developed without alcohol to protect the skin, has anti-ageing benefits and prevents the risk of fissures and cracks appearing. In addition it can be used consistently without the need for soap and water washes in between.

Quash is enriched with Manuka Honey, a medical grade honey indigenous to New Zealand with extremely powerful natural healing and anti-bacterial properties. Working synergistically with this are White Willow Bark and Radish Root Ferment with their anti-inflammatory and antiseptic properties, creating a formula equally as effective at killing germs as any alcohol or chemical based product.

Quash also boasts Aloe Vera to nourish and moisturise skin, Zinc to repair and protect and, with the addition of Liquid Vitamin C and White Tea, Quash is clinically proven to reduce the formation of free radicals and stimulate collagen synthesis, protecting the skin from accelerated ageing and roughness. Balancing all of this is a subtle scent of Lavender & Lime Essential Oils, which fades soon after application leaving a non sticky quick drying film that cleans and protects your hands.

- Quash test results were conducted by FDAS (Food and Drug Analytical Services) and confirm the formula is proven to kill 99.9% of germs including the toughest - MRSA, E Coli, Salmonella etc. All claims are approved by the Trading Standards Authority.

Quash is available in conveniently-sized 15ml spray (£1.99) and larger 50ml bottles (£3.49), from all Superdrug and WHSmith travel stores nationwide, selected Tesco stores and independent pharmacies or online at www.quashme.com.