

# Swine flu: Sales of anti-bacterial surface & skin wipes up 266% in 10 days

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Sales of the UK's only "skin safe" anti-bacterial surface wipes have shot up by a staggering 266% per cent in the last ten days.

The huge increase in sales of Bugs Away wipes has happened in Boots stores, since news broke of the swine flu.

The wipes have been independently proven to be the only ones in the UK capable of killing MRSA. They can also kill other viruses and superbugs such as C. Difficile, E.Coli and Listeria.

Matt Stockdale is the Managing Director of parent company HomePride (<http://www.homeprideuk.com/>).

He said: "In the past we have had reports of customers taking Bugs Away wipes into hospital to guarantee MRSA in their room is killed. So it is no wonder people are now relying on them to protect against the swine flu.

"The government's new information leaflet emphasises the basic hygiene principles which can help to reduce the spread of flu.

"Using anti-bacterial wipes to clean all surfaces, especially those you don't clean regularly such as the telephone, is an excellent preventative step. Bugs Away wipes can also be used to safely kill bacteria on your hands."

Unlike other hard surface cleaners, the new Bugs Away formula has been derived from cosmetic technology, making it gentle and kind to skin.

The no bleach formula means you don't need to wash your hands after using a Bugs Away wipe.

Bugs Away wipes are certified to a number of European standards.

They are toxicologically tested, and bleach free. They also leave no odour making them safe for use in food preparation areas.

Parent company HomePride is best known for Oven Pride, the UK's leading oven cleaner, and the Pride range of products.

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NOTES TO EDITORS

- For any further information or interviews please contact Zoe Coll at Publicity Heaven PR agency

(<http://www.publicityheaven.com>) on 08452 303049, or email [press@publicityheaven.com](mailto:press@publicityheaven.com)

- Hi and lo res photos are available. Product samples are available