

SOAPOPOPULAR DE-BUGS SUMMER TRAVEL

Submitted by: Hubley PR

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Whether you decide to go long haul or join the growing number who've made the decision to stay in the UK the chances are you are going to be on the move this summer. Either way the need for good hand sanitisation is a must to keep you and your family healthy and free from summer colds and tummy upsets.

The easiest way to do this is to start getting everyone used to the idea of using a special hand sanitising product such as Soapopular. Soapopular is specially designed for use by the whole family as it has the advantage of being alcohol free which makes it safer to use than those that contain alcohol. Alcohol sanitisers, which are being banned by a number of hospitals, not only dry and chap young skin but can be dangerous should a young child decide to lick or suck their fingers after it has been applied.

However, Soapopular has no such safety issues and can also be used by those people whose religion forbids the use of alcohol. The Soapopular formulation is based on an alcohol-free, antimicrobial compound that has been safely used over the past 40 years. Unlike alcohol based products whose germ killing abilities disappears as soon as the alcohol evaporates, Soapopular continues to be effective. As well as common pathogens Soapopular has also been shown to be effective against the H1N1 or Swine Flu virus.

Soapopular is clear and contains neither colourant nor fragrance so there's nothing that might irritate the skin or cause allergic reactions. It dries instantly without leaving a sticky residue.

The unique "Pen" dispenser fits conveniently into a school bag or handbag and is ideal for people on the move. The 10 ml pen dispenses a minimum of 100 sprays of bug busting foam for £1.69. Other sizes include a handy 100 ml size £2.69 which is an ideal size to keep in the car, and there is a 250 ml family pack at £4.39. Available from independent pharmacists (telephone 01158419795 for stockists), Holland & Barrett or on line from www.chemistdirect.co.uk

EDITOR'S NOTES:

- * SOAPOPOPULAR carries full FDA, Health Canada and MHRA approval.
- * 36 million school days are lost in the UK each year due to avoidable illness
- * More bacteria is transmitted by hand contact than kissing.
- * 53% of people in the UK do not wash their hands properly after sneezing or coughing.
- * Sales of hand sanitisers have nearly doubled in the past two years.
- * 72% of UK consumers are more aware of the need for good hygiene than they were two years ago but research shows that standards have not improved

FOR FURTHER INFORMATION, SAMPLES, IMAGES AND RESEARCH PLEASE CONTACT:

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