

Flip-flop with bristles brushes aside pumice stone

Submitted by: John Mills (JML)

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A quirky gadget that resembles a giant toothbrush for feet is one of the best-selling beauty products of the year, selling 300,000 units in less than six months. Shower Feet, from makers JML, is being dubbed as an advanced version of the humble pumice stone.

The £9.99 gadget, which resembles a giant toothbrush, allows the user to clean their feet without bending down. The waterproof flip-flop sticks to the bottom of the shower or bath. It has thousands of soft bristles and a pumice stone set in the heel.

Product developers at the consumer brand JML created the gadget to give consumers with flexibility problems an easier way of cleaning their feet. Dearbhla Mac Fadden, brand manager at JML, says: "In the shower it can be difficult to reach your lower limbs and give them a good clean. This takes the leg work out of using a pumice stone."

"It is one of the best-selling products we have had in years. It seems to have captured the public's imagination."

The one-size-fits-all Shower Feet is available in two colours, pink and blue, and retails at £9.99 from www.JMLdirect.com, ASDA, Boots, Debenhams and Superdrug.

For further information please contact Jonathan O'Connor on press@jmlgroup.co.uk or telephone no 020 7691 3876.

