

Eco-Friendly FreshX - the fresh alternative to 'flushable' wipes

Submitted by: Minx PR (Previously Michelle Redmond PR)

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FreshX 'Toilet tissue Spritz' (<https://youtu.be/b3bVwPWApZs>) is a new generation of environmental friendly personal care products being launched as the alternative to 'flushable wipes'.

Available in two formulas; 'Aloe Fresh' & 'Fragrance Free'. With the benefits of botanicals and vitamins.

Dermatologically tested for sensitive skins.

Free from oil, alcohol and parabens.

Available nationwide in Sainsbury stores and online this month (March 2017).

Over one billion so called 'flushable' wipes containing plastics were sold in the UK last year but unlike toilet tissue they don't break down easily when flushed and create untold damage to our drains and block the sewers (costing the water companies over £88million a year) and when they eventually reach the ocean are causing havoc with marine life and littering our beaches.

New environmentally friendly freshX 'Toilet Tissue Spritz', simply transforms toilet tissue with a quick spritz into a moist, soothing, cleansing wipe with the additional benefits of skin loving ingredients such as Aloe Vera, White tea, Cucumber and vitamins E, B5.

FreshX eco credentials also comes with big savings. One bottle makes the equivalent of 300 wipes.

Including the cost of toilet tissue, freshX comes at a fraction of the cost of most 'flushable' wipes. We can now genuinely go and 'spend a penny'! (See 'notes to editors' 1.)

It's not only great news for 'flushable wipe' users who face the constant guilt factor of flushing but it gives first time users the opportunity to enjoy moisture and freshness to their toilet tissue which is so important to our daily routine. Unlike wipes, freshX won't dry out and the stylish bottle is a great addition to any bathroom.

FreshX 'Toilet Tissue Spritz' is moving personal care and our bathroom habits into the 21st century by providing a beneficial, cleansing experience while saving money and helping save the environment.

Emma Cunningham of the Marine Conservation Society says: "From our Great British Beach Clean results in 2016, we have seen a near 7-fold increase in the number of wipes over the last decade. This is a real issue. Containing plastic, the wipes don't go away, they just slowly break down and become micro plastics which are then ingested by the marine life. We welcome any innovative, free from plastic products that can be flushed down the drain that will help reduce the environmental impact both to the beaches and marine life."

Oliver Turner from Water UK says: "We are pleased to see innovative products coming through as an

alternative to flushable labelled wipes. We understand that customers expect the convenience that is offered by flushable labelled moist wipes, however even these wipes do not currently meet Water UK's flushability testing guidelines (Water UK SNAP Protocol) and contribute to sewer blockages that can result in sewer flooding in homes and pollution in the environment. A spritz spray provides customers the same convenience and feeling of cleanliness, but without the problems and environmental concerns caused by wipes that are flushed."

Lara Zimmern, freshX Marketing Director says: "We think most consumers are simply not aware of the harm that is caused by flushing anything other than toilet tissue down the toilet. While the Marine Conservation Society's 'wet wipes turn nasty' campaign is helping to raise awareness, labelling on wipes can be confusing and does not always help consumers determine what can't be flushed safely down our drains. FreshX removes all doubt for consumers who want to use a moist toilet tissue wipe, but care for the environment."

FreshX 'Aloe Fresh' and 'Fragrance Free' is great for all the family and is available both online and nationwide in Sainsbury stores www.sainsbury.co.uk.

150ml bottle (equivalent of 300 wipes). Recommended retail price £3.50.

Follow The FreshX Factor on Facebook and @TheFreshXFactor - #BritswhoSpritz

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For Notes to editors please see attached pdf full release containing FreshX vs Wipes cost comparison and About Us sections.

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