

newsworthy trends

Survey Reveals America's Dirty Little Secrets

(NAPSA)—According to a new consumer survey of daily household cleaning habits, many Americans may be putting their families at risk without even knowing it.

Brillo® worked closely with Dr. Philip M. Tierno, the Director of Clinical Microbiology and Immunology at New York University Medical Center, to develop the survey, which ultimately revealed that not only are many of our regular cleaning habits ineffective, they may actually be making the situation worse. For example, nearly half of all consumers allow the dust to collect in their vacuum for more than six months and nearly three out of four wait more than a month before disinfecting indoor garbage cans.

According to respondents, the most alarming issue involves an item used every day in millions of homes across the country: the sponge. More than half of all consumers keep their kitchen sponge for more than one month.

Kitchen sponges and scrubbers are the single most infectious source of bacteria in the home and its potential danger multiplies over time. The sponge has been traced to the spread of five major food-borne germs including salmonella, E. coli, campylobacter, clostridium perfringens and staphylococcus. These bacteria infect more than 7 million Americans a year making them feel as if they've been struck with the flu or worse. In some instances, food-borne bacteria can even kill.

Dr. Tierno has taken the survey information and identified five simple ways people can help curtail the spread of household germs and bacteria:

- **Toss the sponge**—Ideally, to avoid the growth of dangerous



Disposable scrubbers are a convenient way to help prevent the spread of household germs.

bacteria, consumers should not keep a sponge for longer than one week. Using a disposable scrubber or sponge such as Brillo® Scrub'n' Toss™ allows consumers to throw away the sponge before it gets too dirty.

- **Suck it up**—Vacuums should be emptied at least once a month or be filtered with a HEPA filter, which are designed to reduce airborne pollution.

- **Can it**—Disinfect your garbage can at least once a week—wipe it out with a disposable scrubber or sponge and use antibacterial garbage bags.

- **The kitchen sink**—To avoid cross contamination, consumers should consider an economical multipack of disposable scrubbers good for cleaning multiple kitchen surfaces and handling different tasks.

- **Give germs the brush-off**—Sanitize your toothbrush every day by rinsing it with peroxide or mouthwash.

“The home is the main battleground for germs,” claims Dr. Tierno, who adds, “Simple modifications to consumers’ everyday cleaning habits could help many Americans avoid a trip to the doctor.” For more information about Dr. Tierno and the Brillo survey, visit www.brillo.com.