

New Tools Help You Keep Bathroom Bacteria At Bay And Dirty Toilet Mess To A Minimum

(NAPSA)—It's an important chore that has to get done, but that nobody likes to do. The least liked, but necessary task? Cleaning the toilet bowl.

The importance of a clean toilet goes well beyond impressing family and friends with the sanitary sparkle of your bowl. Research has shown that potentially harmful bacteria can be found in the toilet. And experts agree that scrubbing the toilet regularly is an important part of maintaining a clean bathroom.

However, the everyday tool used to clean the toilet—the traditional toilet brush—has many detractors. Ninety-seven percent of Americans believe there are germs on used toilet brushes. The “Scrubbing Bubbles® Bathroom Barometer” survey conducted by SC Johnson found dissatisfaction with those brushes on several levels:

- 57 percent said that after use water drips off the brush and causes a mess
- 50 percent said they struggle with a good place to store a toilet bowl brush
- 38 percent said the brush head stays dirty after the toilet bowl is cleaned

Fortunately, an innovative new toilet brush allows you to “flush the brush” when the task is done, keeping the mess and potentially harmful bacteria at a distance. The Scrubbing Bubbles® Fresh Brush™ toilet brush is an all-in-one toilet bowl cleaner featuring



cleaning pads that you simply flush away with the rest of the dirty mess.

“Flushable toilet brushes are a convenient way to help keep harmful bacteria at bay,” says Dr. Jack Brown, professor at the University of Kansas and author of “Don’t Touch That Door Knob: How Germs Can Zap You and How You Can Zap Back.” “And what’s great about flushable cleaning pads is that they’re biodegradable and break up in water like toilet paper, so there are no worries about your plumbing.”

Remember the Rest of the Bathroom

In addition to keeping a clean toilet, follow these simple tips from Dr. Brown to keep your bathroom clean and healthy:

- Lingering stains on your bathroom sink are an invitation for mold and bacteria to grow. Use

a sanitizing spray or wipes periodically to keep your surfaces clean.

- Hair and dirt frequently gather in the corners of walls and floors and around the toilet base. Sweep often and mop regularly.

- If towels and bathmats aren’t given a proper chance to dry out, they’ll develop an unpleasant musty smell and could trap mold. After washing, dry on high heat or hang on a drying rack or heated rails.

- Dirt and bacteria will linger in your sink and shower if your drain isn’t flowing properly. Place a strainer over bathroom drains to prevent hair, soap and other debris from creating clogs. If you detect a clog developing, clean the drain immediately.

- Your showerhead can be a breeding ground for bacteria. Wipe it down with sanitizing products every few months and replace the entire showerhead every couple of years.

- You may not see the dirt that’s gathered on your bathroom mirror and windows, but rest assured it’s there if you haven’t used glass cleaner on a regular basis.

The new Scrubbing Bubbles® Fresh Brush™ toilet brush can be found in the home cleaning aisle of many grocery and mass merchandise retailers with a manufacturer’s suggested retail (MSR) price of \$4.99 for the starter kit (handle and four cleaning pads). Refill packs also will be available for a MSR price of \$3.99 for 12 disposable brush pads.