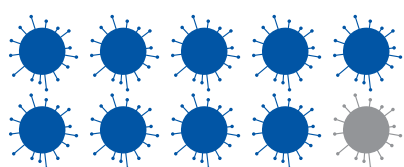


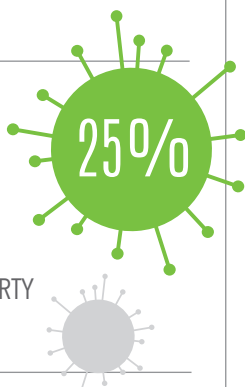
# DETOX THE DISHCLOTH



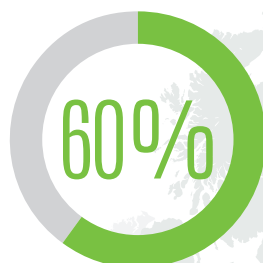
**9/10 HEAVILY  
CONTAMINATED  
WITH BACTERIA\***

UK DISHCLOTHS HARBOUR SOME OF  
THE HIGHEST LEVELS OF BACTERIA IN  
THE WORLD

25% OF KITCHEN  
DISHCLOTHS HAVE  
VERY HIGH LEVELS  
OF PSEUDOMONAS  
SPP (AN ORGANISM  
LINKED TO DAMP, DIRTY  
CONDITIONS)



**STOP  
SPREADING  
GERMS**

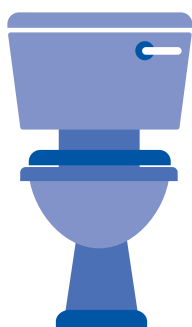


60% OF UK DISHCLOTHS ARE  
CONTAMINATED WITH E. COLI

**BILLION BACTERIA**



70% OF UK DISHCLOTHS HAVE OVER  
ONE BILLION BACTERIA PER 100CM<sup>2</sup>



**FLUSH  
HANDLES  
CLEANER  
THAN  
DISHCLOTHS**

TOILET FLUSH HANDLES ARE CLEANER  
THAN UK DISHCLOTHS WITH ONLY  
20% HARBOURING UNSATISFACTORY  
OR WORSE LEVELS OF BACTERIA

## HAZARDOUS HOTSPOTS

RANKING

'UNSATISFACTORY  
OR WORSE' LEVELS  
OF BACTERIA

**NO.1  
HOTSPOT**



**100%**

KITCHEN DISHCLOTH

2



**90%**

BATHROOM BODY SPONGE

3



**90%**

KITCHEN TAP

4



**35%**

KITCHEN WORKTOP

5



**25%**

MOBILE PHONE