

CLEAN SWEEP

It's flu season and with the H1N1 (Swine Flu) pandemic on the rise there is a heightened awareness about germs. The public's concern with germs and bacteria is driving growth in the launch of antibacterial and sanitizing products. Fragranced hand sanitizers, sterilizing UV gadgets, antimicrobial packaging, travel accessories, and food safety products are recent examples.

Traveling? For those looking for convenience there is the **Personal Protection Supplies Kit** that includes an N95 mask, disposable gloves, hand sanitizer, cleansing wipes, and Kleenex. *Just need a hand sanitizer?* Purell adds 5 new variants to its line - **Crisp Apple, Cucumber Melon, Ocean Mist, Spring Bloom, and Spring Splash**. Christian Audigier, the fashion designer, wants a piece of the action and launches **Ed Hardy Habit** hand sanitizers packaged with his edgy tattoo-like designs. *Prefer soap and water?* **Microban® Soap Dish** is plastic infused with Microban®, "to provide antimicrobial protection." *More concerned with germs in your mouth?* **Butler Travel Toothbrushes** are designed with **Antibacterial Bristles** and **drTung's Snap-On Toothbrush Sanitizers** use "antibacterial vapors [to] safely sanitize your toothbrush between brushings," available in **Fresh Mint** and **Lemon Fresh Aromas**.

Got kids? The **Skip Hop Via Messenger Bag** features a pocket protected by Agion®, an "antimicrobial lining to help reduce odor-causing bacteria." If you are dining out, try the **Tiny Diner™ Portable Placemat**, which is designed to "protect baby from germs and contain the mess." **Sniffle Buddies** are an "eco-friendly solution to kids wiping their runny noses on their sleeves or hands. The absorbent wrist bands are naturally antibacterial, anti-fungal, and made of bamboo and organic cotton."

More of an athlete? **ExOfficio Give-N-Go Underwear** is treated with **Aegis Microbe Shield** "to control bacteria and resist odors." Their effective slogan is "17 countries. 6 weeks. One pair of underwear. Okay, maybe two." **Rocket Shower**, designed for athletes, is formulated to "clean your body, kill bacteria, and cool you down without soap and water." **Degree Men's** newest **Deodorant** introduction is formulated with **Silver Ion technology** that claims "guaranteed odor protection under intense circumstances."

At home? The latest craze is UV sanitizers such as the **Zapi™ UV Toothbrush Sanitizer** or the **Germ Guardian LW9 UV-C Mini Sanitizer Wand** for a variety of surfaces. For your electronics and household appliances, get your hands on **Cyber Clean "the high-tech cleaning compound."** *In the kitchen?* **CitroBio Fresh Food Wash** is a natural citrus extract made to cleanse meat, poultry, fish, and produce. For just produce, **Veggie Wash®** "removes wax, soil and agricultural chemicals." *Hate scrubbing vegetables?* **Williams-Sonoma** offers **Potato Gloves** made with "rough-textured knitted-nylon" to scrub potatoes and other vegetables. To clean, simply put the gloves into your dishwasher or washing machine. To make your produce last, try the **Healthy Harvest Freshness Extender** "a safe, organic, and completely recyclable product that extends the shelf-life of your produce by two to three times." If you are wondering if your food is still fresh, visit <http://www.stilltasty.com/>.

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