

# HINTS FOR HOMEOWNERS

## Americans More Concerned About Odors Than Germs

(NAPSA)—A new survey shows that while 84 percent of Americans say they understand the difference between cleaning and disinfecting their homes, more people feel it is very important to have their home smell good than it is to have it disinfected.

A full 65 percent of those surveyed in a telephone poll rank having a fresh smelling home as very important, while only 47 percent say having a disinfected home is very important.

“It’s alarming how many people underestimate the importance of killing germs commonly found in the home,” says Joseph Rubino, director of Global Surface Care Research & Development at Reckitt Benckiser Inc. “While your home may smell and feel clean, you need to consider how germs like Rhinovirus, the leading cause of the common cold, can linger for hours on surfaces throughout your home.”

More than half (58 percent) of Americans surveyed were not aware that the following could be found in their homes right now:

- Streptococcus (Strep), a bacteria that can cause throat infection.
- Rhinovirus, the leading cause of the common cold.
- Salmonella and E. coli, leading causes of food-borne illnesses.
- Rotavirus, the leading cause of infectious diarrhea in children.
- Campylobacter, bacteria that can cause diarrhea, abdominal pain, fever and vomiting.

The survey also found that one-third (38 percent) of Americans believe that vinegar will kill germs in their homes. Almost one-fifth (21 percent), believe that baking soda will keep their homes disinfected. Unfortunately, according to Rubino, vinegar and baking soda do not disinfect or kill germs.

Actually, when it comes to helping protect you and your family against the spread of germs, the



best defense is a good offense. Follow these tips to keep your home clean and fresh smelling while helping to stop the spread of illness-causing germs.

- Understand the importance of disinfecting when cleaning, and incorporate an easy-to-use disinfectant spray or sanitizing wipe into your routine. While a kitchen or bathroom may look clean and germ-free, it may still be swarming with unseen bacteria and viruses.

- Wash your hands before, during and after handling, cooking, and serving food.

- If you have kids, you’ll want to pay particular attention to disinfecting the bathroom in order to kill germs such as Rotavirus, the leading cause of infectious diarrhea in children.

- Take advantage of the fresh-smelling scents now found in products that can also clean and disinfect. For example, the LYSOL® Brand family of products offers a range of appealing fragrances that will fill rooms with fresh smells while disinfecting and cleaning surfaces like sinks, countertops, floors, toilet bowls, walls and tiles.

- Frequently wash bath mats and shower curtains to help prevent the growth and buildup of mold and mildew.

For more information on killing germs and helping to prevent their transmission, call 1-800-99LYSOL.