

Wash Away Germs To Keep Baby Healthy This Cold And Flu Season

(NAPSA)—As winter nears, so does the threat of germs, including those that cause a cold and the flu. Keeping schoolchildren healthy is hard enough, and infants are even more vulnerable to common viruses. While it is impossible to ward off every germ that comes in contact with children, there are preventative measures that can be done in the home.



Studies have found that day-to-day items harbor countless bacteria and germs, with some researchers saying cell phones hold more germs than toilets. Often, parents don't realize that the hand they used to hold the bacteria-infested cell phone is the same one that picks up their baby.

Frequent hand washing and disinfecting surfaces can make a huge impact on helping the family stay healthy during cold and flu season. Unfortunately, this isn't always enough if the surfaces where infants sleep and play aren't sufficiently cleaned.

To help in the battle against the cold and flu, new health-smart choices have arrived in the infant section, including a clever playard from InGenuity by Bright Starts that goes where no playard has ever gone before: the washing machine. This option is particularly effective as cold and flu viruses hit their peak; the machine washing allows not just dirt to be removed, but also aids in the removal of germs, allergens and bacteria to provide baby with a clean place to play and nap.

This flu season, take proactive measures to keep children healthy by ensuring they get enough rest, the whole family is washing their hands often and, most importantly, germ-prone areas are sanitized and clean.