



Worried About Picking Up Cold And Flu Germs This Winter? Stop And Scrub For 20

(NAPSA)—With last year's swine flu epidemic still on the minds of Americans, many are getting flu shots and stocking up on anti-bacterial products in an attempt to ward off infection. Despite all these proactive steps, it remains to be seen if we are doing the single best thing to prevent infection and illness—proper hand washing.

According to the Centers for Disease Control and Prevention (CDC), up to 80 percent of all infections, including the flu, can be spread by hand contact. In an effort to cut down on the spread of cold and flu germs, Seventh Generation, the nation's leading brand of environmentally responsible household and personal care products, and maker of a new Hand Wash featuring purely plant-derived cleansing ingredients, is encouraging Americans to learn and adopt proper hand-washing techniques all year long.

"Many people think that antibacterial soaps are the only way to prevent the spread of cold and flu. Seventh Generation's new Hand Wash, which doesn't contain triclosan, synthetic fragrances or dyes, will do the trick if hands are washed properly," said Dr. Alan Greene, practicing pediatrician and best-selling author.

Here are several precautionary steps that Dr. Greene recommends taking to prevent the spread of cold and flu germs:

Wash hands properly: Rub hands together for 15 to 20 seconds (long enough to sing "Happy



Proper hand washing can fight flu and other germs.

Birthday" twice) to make a rich, foamy lather that covers all hand surfaces.

Know when to wash: The most important times to wash hands are after nose wiping or sneezing, after visiting the restroom, before meals and before food preparation.

Watch where you touch: Avoid touching areas of the body where germs can enter, including eyes, nose or mouth.

Go for the elbow: Refrain from coughing or sneezing into your hand. Sneeze and cough into your elbow, to prevent hands from becoming contaminated with germs.

If you can't wash, sanitize: Hand sanitizers are a convenient way to kill germs on hands when you can't get to a sink. A little dab will kill 99.99 percent of germs without any water or towels.

For more hand-washing tips or for more information about alternatives to traditional hand-washing products, visit www.SeventhGeneration.com/Hand-Soap.