

INGENIOUS IDEAS DEPARTMENT

High-Tech Way To Encourage Germ-Killing Wash-Ups

(NAPSA)—Fighting germs may be easier if you clean up on some fun facts about soap. As a germ fighter, soap has been around a while but it just keeps improving.

The Babylonians made soap around 2800 BC and the Phoenicians used soap around 600 BC. Popular bar soap took us into the 20th Century. In 1988, liquid soap in pump-action dispensers revolutionized this staple of modern civilized life.

Now, with a single push of a button, a new device lets consumers get creamy foamed hand-soap that cleans more quickly and thoroughly, adds a touch of luxury and is kinder to the environment.

The device is a one-touch foamer that does not need chemical propellants. Called the Air-spray Finger Pump, this computer-designed device has been quickly adopted by leading manufacturers of handsoaps, such as Dial Corporation and Johnson & Johnson.

Earlier this year, for example, Dial—one of the oldest and largest U.S. consumer products manufacturers—selected Airspray's foamer as the dispenser for new Dial Complete Foaming Hand Wash, and Johnson & Johnson launched its Johnson's Kids Foam Blaster. Other companies followed their lead, for a number of reasons.

Frequent hand washing is recommended as a key method to



A Florida-based company creates instant-foaming handsoaps that encourage wash-ups.

stay healthy, according to the Centers for Disease Control. Yet a recent survey shows that many Americans actually wash less today than years ago.

According to the American Society for Microbiology, the average handwashing time of survey respondents was seven seconds, versus the 20 seconds recommended by experts.

Fun, fast and “luxurious” instant foam hand soaps may encourage wash-ups—especially among kids. The new soaps are dispensed as a light, creamy foam, ready to work against germs instantly.

To learn more about foaming hand soaps, visit Airspray online at www.airspray.net.