

Milton Fights Winter Germs Using NEW Antibacterial Surface Spray With Fresh Mint Fragrance

Effective on Coronavirus, Flu virus, Norovirus and Rotavirus

Bournemouth, UK –28th January 2021 – Milton, the leading expert in sterilising and hygiene, today announces an upgrade to the hugely popular plant-based Milton Antibacterial Surface Spray. Not only is it eco-friendly and safe to use around children but now comes with a pleasant mint fragrance, leaving the home smelling clean and fresh.

The perfect defence in the fight against winter germs, this 3-in-1 Spray actively combats bacteria, fungi, viruses and 99.9% of germs. The bleach-free formula cleans, disinfects and freshens all surfaces - including kitchen worktops, potties, high chairs, fridges and baby's changing mat, leaving a lovely fresh fragrance.

Milton Antibacterial Surface Spray is a unique product to the baby aisle. It offers green, plant-based technology: natural ingredients, a biodegradable formula and a 100% recyclable pack. It contains lactic acid instead of benzalkonium chloride, included in many other cleaning products.

Developed in response to customer demand for greener products, with less impact on health and the environment, and ultimately is safer for children. The new hygiene product comes just in time for annual cold and Flu season, heightened this year by the presence of Coronavirus.

Milton's range of hygiene products helps protect families against bacteria and viruses, ensuring surfaces are kept clean and fresh, ultimately preventing the spread of germs.

The following Milton Hygiene Products are effective on Coronavirus:

- Milton Sterilising Fluid
- Milton Sterilising Tablets
- Milton Antibacterial Hand Gel
- Milton Antibacterial Surface Wipes
- Milton Antibacterial Surface Spray

RRP – RRP £2.50. Stockists: Asda, Babies R Us, Sainsbury's, Superdrug, Tesco and Precious Little One.

Use biocide safely. Always read the label before use

www.milton-tm.com

For more information on the Milton product range, images and interview requests, contact: Paloma@connectedpr.com

-Ends-

Supporting Social Media Content and Images Available:

<http://connectedpr.com/milton/milton-media-library>

- For further information please contact: Milton@connectedpr.com
- Facebook: <https://www.facebook.com/MiltonBaby>
- Twitter: https://twitter.com/Milton_baby
- YouTube: <https://www.youtube.com/c/MiltonBabycare>

Notes to Editor: Milton has been a leading name in sterilising and hygiene for over 70 years. During that time the 'Milton Method' of cold-water sterilisation has been used by millions of parents and midwives in homes and hospitals throughout the UK and beyond. Milton has more recently extended their offering to include microwave steam sterilisation. The Milton brand and company has been owned by French group Laboratoire Rivadis since 2000.

Milton's innovative hygiene product range includes: **Milton Sterilising Fluid** or award-winning **Milton Sterilising Tablets** (Mumii Best Baby and Toddler Gear Awards for 2015); **Antibacterial Surface Wipes** (Bizziebaby Awards 2018); **Antibacterial Surface Spray** (Loved By Parents Awards 2020); and **Antibacterial Hand Gel** (Bizziebaby Awards 2019) to help parents keep the whole family's environment germ-free.

The multi award winning **Milton Mini Portable Soother Steriliser** has been recognised recently with:

- Dadsnet Awards 2020 – Silver Award
- Dadsnet Awards 2019 – Bronze Award

The multi award winning **Milton Antibacterial Surface Spray** has been recognised recently with:

- Loved By Parents 2020 – Best Cleaning Product and Best Home Cleaning Product
- Bizziebaby Gold Awards 2020

The multi award winning **Milton Antibacterial Surface Wipes** has been recognised recently with:

- Bizziebaby Awards 2018 - Silver in Household Cleaning
- Loved By Parents Awards 2017 - Best Cleaning Product and Best Travel Accessory

The multi award winning **Milton Antibacterial Hand Gel** has been recognised recently with:

- Bizziebaby Awards 2019 – Bronze

The multi award winning **Milton Baby Bottle Cleaner** has been recognised recently with:

- Mother & Baby 2020 Awards - Best Product For Bottle Feeding – Gold
- Loved By Parents 2019 and 2020 - Best Cleaning Product - Platinum

The multi award winning **Milton Sterilising Tablets** has been recognised recently with:

- Mumii Best Baby and Toddler Gear Awards for 2015 – Gold in Travel Essentials
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The multi award winning **Milton Sterilising Fluid** has been recognised with:

- Mumii Best Baby & Toddler Gear Awards for 2015 – Gold in Health & Safety

For more product information visit: <http://www.milton-tm.com/en/consumer/consumer-home>