

NEW Milton TV Ad Campaign Renews Its Pledge To Support Families During These Difficult Times.

Bournemouth –1st December 2020 - Milton, the UK's leading expert in sterilising and hygiene further strengthens its commitment to families everywhere, with the launch of a new TV ad campaign reaching 2.6 million new mums and highlighting the important role its range plays in keeping the home environment clean and safe during the Covid-19 pandemic.

The brand recently confirmed that the following products can be used for proficient cleaning in the fight against Coronavirus:

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

With little sign of the Covid-19 pandemic letting up, it's imperative to take hygiene seriously to protect the whole family, both in the home and when out and about. Hand hygiene and thorough cleaning of surfaces are the first steps in this fight, followed by using Milton sterilising and hygiene products.

Cleaning against viruses, including Coronavirus, Milton Sterilising Fluid and Tablets should be made-up using the following increased concentration dilutions. Using protective rubber gloves, add two capfuls (60mL) of fluid or two tablets to 1 litre of cold water and stir.

Home surfaces - everything should first be cleaned using warm soapy water. Next, prepare the solution using protective rubber gloves, surfaces can then be wiped using the solution, left for 15 minutes and rinsed with clean water.

For baby's feeding equipment and accessories and /children's toys, start by washing in warm soapy water. Next, submerge items into the solution and leave for 15 minutes. Known as the Milton Cold Water Sterilising Method, it has been much loved by families for 70 years and kills 99.9% of all germs. Follow by rinsing items thoroughly and leaving to dry. A new solution should be made after each use and protective gloves used.

Miltons' eco-friendly Antibacterial Surface Spray works well for an immediate clean on surface and should be left for five minutes before being wiped off. While out and about and with no access to clean water, Milton Antibacterial Hand Gel is plant based and ideal to use for keeping hands clean and fresh. Use a coin-sized amount and hands rubbed consistently for a minimum of 30 seconds. Miltons' eco Antibacterial Surface Wipes are particularly useful for carrying in a handbag or nappy bag, handy for cleaning a baby's spoon or dropped soother. A minimum contact time of 30 seconds is needed for Wipes to be effective against Coronavirus.

Milton has been trusted by hospitals for over 70 years and is the go to brand for sterilising baby products. For more information: www.milton-tm.com. Milton Sterilising Fluid, Tablets, Hand gel, Wipes and Spray have been tested on Bovine Coronavirus, which a surrogate of Sars-Cov-2 responsible for COVID 19 according to EN14476+A2: 2019 at the German Institut für Hygiene und Mikrobiologie in Bremen. Use biocide safely. Always read the label before use.

For samples and images, please contact: paloma@connectedpr.com

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>

