

Press Release

Over 60% Admit To Not Always Washing Fruit & Veg Before Eating & Majority Use Ineffective Cleaning Methods When They Do

Bournemouth, UK – 29th November 2017 – Milton, the leading expert in sterilising, today revealed the results of a poll of UK parents¹ looking into how often, and the methods used to wash fruit and vegetables before eating them. While the majority were worried about removing soil (65%) and over half (52%) were worried about pesticides and removing germs (51%), 62% of parents surveyed admitted to not always washing their fruit and 56% do not always wash their vegetables before eating them.

When parents do wash their fruit before eating, 93% do not wash it correctly and only give it a quick rinse under cold water. Bacteria can get onto fruit and vegetables in several ways; they may be present in water used for irrigation, organic fertilisers, or droppings from birds and other animals that go into fields. There is an increased risk of food poisoning if fruit and vegetables are consumed before proper cleaning.

Washing salads, fruit and vegetables will remove any visible contamination, but will not necessarily make them safe to eat. Using Milton Sterilising Fluid to disinfect all fresh fruit and vegetables, ensures they are safe and will also help produce stay fresh longer. After washing, add a cap full of Milton fluid or one Milton Sterilising Tablet into 5 litres of water and immerse the fruit and vegetables for 15 minutes then rinse, before preparing them in the normal way.

Christine Dugendre, Brand Manager at Milton, said: “As we are heading into the

¹ 631 UK mums were surveyed for the poll

Christmas season, there will be a lot of prepping food for families and friends. A quick 15 min soak in either Milton Sterilising Tablets or Milton Sterilising Fluid ensures food safety for fruit and vegetables over the festive period. “

Milton products are available nationwide and can be found in Asda, Babies R Us, John Lewis, Kiddicare, Kiddisave, Mothercare, Ocado, Precious Little One's, Sainsbury's Superdrug, Tesco and many independent retailers, online stores and pharmacies.

The Milton Sterilising Tablets retails at £2.46 and the Milton Sterilising Fluid (500ml) at £2.35.

For more information, interview requests and samples, please contact:

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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 trusted by mums 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 product range includes the **'Mini' Portable Soother Steriliser**; a totally unique and original method to safely sterilise soothers in and out of the home; the **Solo Travel Steriliser** and the **Combi Microwave and Cold Water Sterilisers** (Highly

Commended in the Tesco Mums' Choice Awards 2015). These can be used with the iconic Milton Sterilising Fluid or award-winning Sterilising Tablets (Bizzie Baby 2013/2014 GOLD Award). Milton also has a hygiene range that includes **Antibacterial Surface Wipes** (Highly Commended by TIPSTested 2013) **Antibacterial Surface Spray** (Highly Commended winner in Bounty Mums Love Awards 2015) and **Antibacterial Hand Gel** to help parents keep their baby's environment germ-free.

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

- Mumii Family Awards 2017 – Bronze in Best Travel Products
- Mother & Baby Awards 2017 – Silver in Best Travel Products Under £25
- Mother & Baby Awards 2017 - Silver in Best Travel Product Under £25
- The UK Mums Choice TV Awards 2016 - Best Baby On The Go Product
- Right Start Baby Essentials Awards 2016 – Bronze in Best Travel Product
- Mother & Baby Awards 2016 – Bronze in Best Travel Product Under £25
- The UK Mums Choice TV Awards 2015 - Best Baby On The Go Product
- Right Start Baby Essentials Awards 2015 – Best Value Under £10
- Baby World Product Review – Mums Love Award
- Loved By Parents 2015 – Bronze in Best Travel Invention
- Mumii Best Baby and Toddler Gear Awards 2015 – Silver in Travel Essentials

The multi award winning Milton Solo Travel Steriliser has been recognised recently with:

- The Dad Network 2016 - Solo Best Product For Bottle Feeding
- Practical Pre-School Awards 2016 – Gold
- The Mumsnet Best Award 2016
- Prima Baby & Pregnancy Reader Awards 2015 – Silver in Steriliser category
- TIPS (2015) – Best For Travel
- Baby World Product Review 2015 - Mums Love Award

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