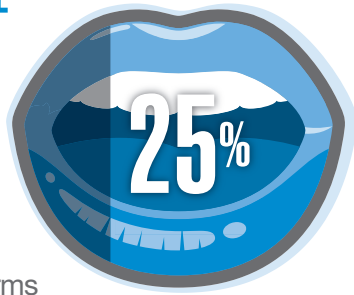


CANADIANS GROSSLY OVERESTIMATE HOW CLEAN THEIR MOUTHS ARE

A recent survey by the makers of LISTERINE® found that the majority of Canadians (86 per cent) overestimate the effectiveness of toothbrushes at cleaning the whole mouth. The reality is that toothbrushing alone misses 75 per cent of the mouth leaving millions of germs behind from food and other things that Canadians may expose their mouths to.



Teeth make up only 25% of the mouth.

WHAT ARE CANADIANS PUTTING IN THEIR MOUTHS?



54%

Fingers / Nails
Atl. Canada 70%
Quebec 42%



44%

Pens / Pencils
Atl. Canada 54%
BC & Quebec 40%



22%

Nails / Screws
Quebec 31%
Alberta 14%



26%

Dropped food
Quebec 33%
Prairies (MB/SK) 19%



21%

Eyewear
Quebec 30%
British Columbia 15%



18%

Credit / Debit card
Quebec 34%
British Columbia 7%



18%

Keys
Quebec 32%
British Columbia 9%



18%

Bobby pins / Hair elastics
Quebec 29%
Atl. Canada 7%



7%

Money
Quebec 31%
British Columbia 4%

For more information please contact:

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ATTENTION SHOPPERS



“ According to a US study, 72% of grocery cart handles contained fecal bacteria while others showed evidence of E.Coli bacteria.”

(University of Arizona, 2011)

CASH ONLY?

According to a UK study, ATM machines are heavily contaminated with bacteria - similar to that of public toilets.

(Wkwo.com, February 2012)



DIRTY MONEY

42%

According to the New York Times, bank notes contain Staphylococcus aureus, the bacteria that causes staph infections

30%

of US currency has fecal bacteria on it, while 7% has E.Coli bacteria

(New York Times 2009)



17 DAYS

Most germs only last an hour on dry bills, but if moisture is present germs can last up to 17 days!

(Creditnet.com)