

## **How can Q shield protect us from our changing environment?**

How can we as individuals protect ourselves from each other, our friends and family and still live together successfully? To understand how we can do this we must understand how these diseases are spread.

The current UK Health protection agency web site has the following statement on it;

“Hands continue to play a major role in the transmission of infection in all healthcare environments. Hand cleansing is the single most important factor in the prevention of infection and curbs the spread of potentially pathogenic organisms”.

The potential for the spread of infections at work or in the home depends on many factors, number of people, proximity to each other, sharing of equipment from computer key boards to steering wheels on cars/ vans and all points in between. In the case of the swine flu pandemic, the vast majority of the cross infection has been shown to be spread from hard surfaces to hands. "Frequent hand washing is probably the single most effective and simplest intervention you can do to protect yourself and your family," according to Dr. Judy Daly, spokesperson for the American Society for Microbiology.

Some viruses can survive for weeks on hard surfaces before being picked up on hands and then to the mouth/ nose etc. In a recent study from Hong Kong hand hygiene was shown to be the most effective way of preventing the spread of Swine Flu. Wearing masks showed no real additional benefit. So “Catch it - kill it – bin it” seems to be good advice. Advice from the Centre for Disease Control (CDC) and the World Health Organisation (WHO) has for a long time been that hand hygiene is the most effective way of preventing many diseases spreading including E coli, MRSA and Listeria.

Q Shield hand and hard surface sanitizers don't just clean the surfaces and then leave nothing to continue to kill harmful microbes. They stay on the surface for more than 24 hours, and continue to kill the microbes with no reduction in effectiveness. They have been proven to be the most effective and safe antimicrobial it is possible to buy today. The real issue here is long lasting protection. Any antimicrobial that does not have a persistent action is of little to no real use, as surfaces or skin become re colonised as soon as they come into contact with new micro organisms. In fact if all the micro organisms have not been killed after application (which is very common), then the microbes left on the surface or skin, simply start to multiply again.

The active ingredient in Q shield has also been shown to kill the harmful Norovirus, which has been responsible for many outbreaks of diarrhoea and vomiting in hospitals, on cruise ships and in hotels. Alcohol gels that are dispensed in these places DO NOT kill Norovirus. In fact Q shield kills many bacteria and viruses that alcohol gels do not.

In short, Q shield kills more microbes than any other disinfectants that are safe to use, and continues to do so for at least 24hours. That means one treatment of either hands or hard surfaces gives you confidence that you and your family/ work colleagues are protected from each other and your environment all day every day.

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