


COLD & FLU

COLD & FLU VIRUSES CAN SURVIVE ON SURFACES FOR UP TO **48 HOURS**¹



12 COLDS PER CHILD



IN FAMILIES WITH CHILDREN IN SCHOOL, THE NUMBER OF COLDS PER CHILD CAN BE AS HIGH AS 12²

CHILDREN TOUCH SURFACES UP TO **300 TIMES** IN 30 MINUTES

CHILDREN CAN TOUCH SURFACES UP TO 300 TIMES IN 30 MINUTES, HEIGHTENING THEIR RISK OF CATCHING COLD AND FLU VIRUSES³



64% OF PEOPLE



WRONGLY BELIEVE ANTIBIOTICS ARE AN EFFECTIVE FLU TREATMENT



PREVENTION NOT ANTIBIOTICS IS THE **BEST** DEFENCE AGAINST VIRUSES⁴



IMPROVING HAND HYGIENE **COULD ELIMINATE 1 IN 5 CASES** OF COLD & FLU⁵