

## **‘HOW CLEAN IS YOUR HOUSE’ TURNS US INTO A NATION OF SCRUBBERS**

ASDA has announced a double-digit sales increase of traditional cleaning products such as scouring powder, white vinegar and lemon juice following the new hit Channel 4 series **‘How Clean is Your House’**.

The eight part series, the accompanying book of which will be published by Michael Joseph / Penguin in October this year, visits not so house-proud homeowners, with presenters Aggie MacKenzie and Kim Woodburn, who cajole residents into cleaning up their act. Instead of using ‘miracle’ cleaning products, the dirt-free double act extol the virtues of more traditional or ‘old fashioned cleaners’ such as scouring powder, lemon juice and vinegar with fantastic results.

Ed Watson, spokesperson for ASDA, said: “Thanks to them the nation, it appears, isn’t afraid to roll up sleeves, get the scouring powder out and get scrubbing!”

**‘How Clean is Your House’ by Kim Woodburn and Aggie MacKenzie will be published by Michael Joseph / Penguin on 30<sup>th</sup> October 2003, priced £12.99.**

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