

‘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 30th October 2003, priced £12.99.