

COLD HARD FACTS REPORT

BROUGHT TO YOU BY

Kleenex ANTI-VIRAL TISSUES



The inaugural edition of the **Kleenex® Anti-Viral Tissues Cold Hard Facts** report looks at just how big an impact the annual cough and cold season has on the average Australian family.

It's not just the cost of treatment and the number of days taken off work. It also addresses the stress associated with sleepless nights and the guilt that comes with infecting others.

According to the parents surveyed for this report, the average Australian family with young children can expect to be struck down by coughs and colds 13 or more times a year. This forces working parents to take as many as six sick days off between them, draining both themselves and the economy's hip pocket.

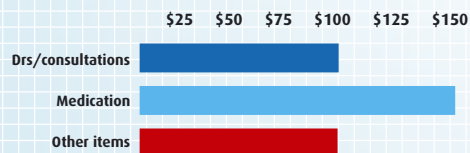
Working mums stay at home twice as often as working dads.

Most Australian full-time workers are entitled to just eight sick days a year. If working mums are

taking five or six of these sick days to look after children suffering from coughs and colds alone, that doesn't leave much time for other childhood illnesses or getting ill themselves.

The research also found that treating the symptoms of coughs and colds is causing a significant drain on the family finances. The average family is spending more than \$350 annually on cough and cold medications, doctors' consultations and other items like herbal remedies, tissues and throat drops. Nation-wide that comes to a staggering spend of \$600 million. With rising interest rates and sky high petrol prices, this is an extra cost many families can ill afford.

Average annual family cough & cold expenditure



COPING WITH THE COMMON COLD

Working parents are desperately looking for ways to cope with the impact of the common cold. Sending young children with the sniffles to school in the hope the symptoms will go away, is a commonly used strategy. No less than 70 percent of all parents say they feel guilty when they do this because they know their child would be much better off at home.

THE IMPACT ON FAMILY LIFE

It's not just the financial burden that is impacting Australian families. Three in four full time working families (75 percent) say that juggling the needs of a child sick with a cold or flu is stressful. As a result, parents are looking to employers to be more flexible. Overall, 84 percent believe employers should offer more flexibility on this issue.

When coughs and colds strike, parents say the biggest impact lies in having to deal with

miserable and irritable children, followed by sleepless nights. And if one child gets sick, 60 percent of parents say another family member, most times if not always, also gets sick.

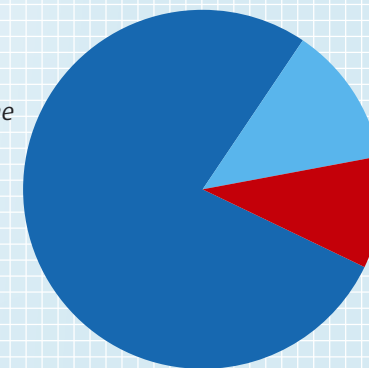
When asked to rate the stress of the cough and cold season, 46 percent of working parents said looking after a child with a cold or flu could be as stressful as starting a new job. Around half of all parents (49 percent) feel guilty when a family member passes on a cold to someone else.



question

Should employers offer more flexible conditions to permit parents to stay home when a child is sick?

- **Yes - 84%**
- **No - 9%**
- **Don't know - 7%**



REDUCING THE IMPACT OF THE COMMON COLD



Family GP and well known author Dr Penny Adams believes many families could reduce the spread of cold and flu viruses by better understanding how coughs and colds are transmitted in the first place – and

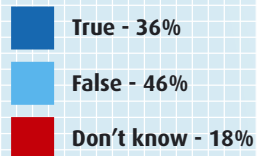
safeguarding themselves appropriately. But the research indicates this is a long way off.

One of the principal means of transmission for colds is through hand contact but 2 in 3 parents do not recognise this. Just over 70 percent believe that coughs and colds can be spread by air-conditioning (a myth) and almost half (46 percent) believe you can catch a cold after becoming cold or chilled (another myth).

The key to stopping the cold and flu merry-go-round is to kill the viruses that cause these illnesses before they transfer between family members.

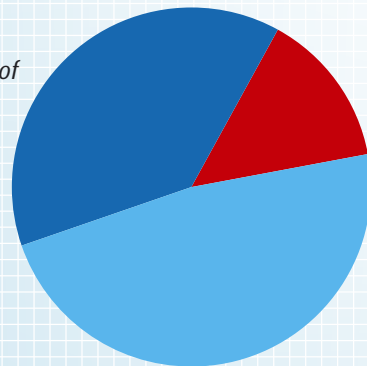
true or false

Hand contact is a principal means of transmitting coughs and colds



How? Here's some simple tips from Dr Adams.

- 1) Teach children to always cough, sneeze or blow their nose into a tissue
- 2) Throw the tissue in the bin after using it only once
- 3) If there is no box of tissues handy, teach children to cough or sneeze into cupped hands
- 4) Ensure hands are washed with soap and water after sneezing or coughing
- 5) Don't share cups, glasses, drink bottles, straws or cutlery
- 6) Ensure hands are washed before eating and are kept away from the eyes, nose and mouth at all other times
- 7) Make sure everyone in the family gets regular exercise and eats plenty of fresh fruit and vegetables to help them stay healthy
- 8) Using a product like **Kleenex** Anti-Viral Tissues can also help.



ABOUT THE KLEENEX ANTI-VIRAL COLD HARD FACTS REPORT

This report has been produced by Kimberly-Clark Australia, the makers of **Kleenex** Anti-Viral Tissues. The research was conducted online by Galaxy Research among 502 parents of children aged 12 years and under, in May 2006.

DID YOU KNOW?

- One of the principal ways cold and flu viruses are spread is by hand contact.
- When you sneeze droplets are propelled into the air at speeds of 320 kilometres per hour.¹
- Some viruses can live up to 2 hours or more on surfaces like cafeteria tables, doorknobs and desks.²
- A person is most likely to transfer their cold from one to another in the first 2-4 days when they are sneezing, coughing and have a runny nose.³

¹ <http://www.internethealthlibrary.com/Health-problems/Cold%20Flu-AtaGlance.htm>

² <http://www.infectioncontroltoday.com/hotnews/5ah31091531075.html?wts=20051026061230&hc=1865&req=flu+and+season>

³ www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/colds_explained
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WHAT ARE KLEENEX ANTI-VIRAL TISSUES?

Kleenex Anti-Viral Tissues help stop the cold and flu merry-go-round because they kill 99 percent of the cold and flu viruses* in the tissue before they spread. This is due to a moisture activated middle layer containing citric acid and sodium lauryl sulfate (two common everyday household ingredients). ***Kleenex** Anti-Viral Tissues are virucidal against Influenza A and B (causes of the flu), Rhinoviruses Type 1A and 2 (leading causes of the common cold) and Respiratory Syncytial Virus (RSV - leading cause of lower respiratory infection in children). **Kleenex** Anti-Viral Tissues have been extensively tested. Always read the label. Use only as directed.