

## **WOMEN WANT THEIR MEN TO IMPROVE BASIC HYGIENE**

Women want men to improve their personal hygiene, and common ailments like athlete's foot are a turn-off, a new national survey has found.

More than four out of 10 women cite dandruff and athlete's foot as their biggest pet hates when it comes to men's personal hygiene.

Big Brother's Spencer does not suffer the funky fungus alone as over 10 million people have athlete's foot in the UK.

Sixty percent of sufferers are men and half are unaware they have the condition and risk spreading it – so passion between the sheets could lead to catching the fungus and spoiling your sex life.

Symptoms include itchy, burning skin and in neglected cases the fungus can also cause cracked, weepy skin and in the very worst cases blisters and ulcers.

Regular trips to a chiropodist are not just for the elderly and there are a whole array of treatments and services available, ranging from ingrowing toenails to athlete's foot treatments. By giving expert advice on taking good care of feet, a chiropodist can help prevent more serious problems later on in life.

Athlete's foot can affect anyone and recent medical advances mean there is now a new solution for this common problem. Lamisil<sup>AT</sup> provides lasting protection for weeks and weeks and is available from pharmacists in a discreet spray that needs to be applied once a day for seven days, killing the fungus in just one week.

Taking on board some good habits is important to prevent reoccurrence. Wash your feet at least once a day with soap and tepid water, drying thoroughly and gently in between the toes. Also, try to remember to change your socks every day and wear shoes that fit properly.

Dandruff is also a much loathed hygiene problem and is considered a major turn-off to men and women alike. It affects around 50% of people, is not contagious and is believed to be caused by a fungus on the scalp, which can be treated by a medicated shampoo.

Unlike athlete's foot, which mostly occurs in the summer, dandruff is more noticeable during the winter months as the scalp is dryer with colder weather.

Most men have dandruff or athlete's foot and do not know they both can be easily and effectively treated, and once sorted, women can focus on something else to complain about.

For further information about chiropody and foot care, call the Society of Chiropody and Podiatry on 0845 450 3720 or consult their website [www.feetforlife.org](http://www.feetforlife.org).

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Notes to editor:

- The survey results come from a Capibus survey which interviewed over 500 people across the UK. The sample consists of men and women aged 15+ from varying professions and locations across Britain
- For further information about chiropody or foot complaints call the Society of Chiropody and Podiatry on 0845 450 3720 or look at their website [www.feetforlife.org](http://www.feetforlife.org)
- The cost for a session with a chiropodist varies from £30-60 for a first visit (£55-110 in London) and for further check-ups £20-50 (£45-100 in London)
- The Society of Chiropodists and Podiatrists is the largest independent professional body in the United Kingdom representing state registered chiropodists/podiatrists, with approximately 8,500 members and students.
- A chiropodist/podiatrist is a practitioner of podiatry. This is defined as the specialty concerned with the diagnosis and/or medical, surgical, mechanical, physical or other treatment of the diseases, injuries and defects of the human foot.
- Foot Note – LamisilAT contains Terbinafine. Always read the label