

FreshX FACT FILE

What's blocking our drains?

Water companies report there are more than 366,000 sewer blockages throughout the UK every year, of which between 50 and 80 percent are caused by fats, oils and grease, wipes, sanitary waste and other non-flushable items. Those figures have resulted in over £88 million a year in clean-up costs to unblock sewers that have been damaged by flushable and non-flushable wipes, and other products that should not be flushed into the UK sewers. This cost does not take into account the damage and distress that is caused by sewer flooding of homes and pollution incidents within the environment as a result of these avoidable sewer blockages.

How can I tell which wipes are flushable, and which aren't?

Manufacturers print guidance on their packaging, however, earlier this year, the trade body Water UK asked the Chartered Trading Standards Institute to investigate the wet wipe industry's "inadequate" labelling in the hope that manufacturers will make clear on packaging whether their wipes should or shouldn't be flushed.

Manufacturers are developing ever more innovative brands of toilet paper, biodegradable sanitary towels and wipes. These are frequently disposed of down the toilet and into the sewerage system. Water companies have practical concerns about the suitability of disposing of many of these so-called 'flushable products' into public and private drainage and sewerage networks rather than as municipal solid waste. Water UK has developed [The SNAP protocol](#), a voluntary test that sanitary manufacturers can use to establish whether their individual sanitary or hygiene product may be considered as suitable for foul drain and sewer disposal via the toilet. No wipes product currently on sale anywhere in the UK or overseas have met these water industry flushability guidelines.

Will FreshX block the sewers and drains?

No, FreshX is absorbed by the toilet tissue. It doesn't affect its absorbency, nor solidifies. The toilet tissue breaks down quickly as normal in the sewer system.

Does FreshX harm marine life?

No, FreshX doesn't contain any ingredients known to harm marine life.

Has FreshX been tested on animals?

No, FreshX has not been tested on animals.

Is FreshX free-from chemicals?

Yes, FreshX is free-from oil, sulphites, alcohol and parabens.

What ingredients does FreshX Toilet Tissue Spritz contain?

FreshX toilet tissue spritz products are formulated under strict cosmetic guidelines and registered under CPNP (cosmetic product notification portal -EC regulations directive 1223/2009).

- **FreshX Fragrance Free** contains Aqua, Glycerin, Polysorbate-20, Propylene Glycol, Cocamidopropyl Betaine, Tocopheryl Acetate, Panthenol, Aloe Barbadensis Leaf Juice, Camellia Sinensis Leaf Extract, Citric Acid, Maltodextrin, Sodium Benzoate, Disodium EDTA, Benzophenone-4.
- **FreshX Aloe Fresh** contains Aqua, Glycerin, Polysorbate-20, Propylene Glycol, Cocamidopropyl Betaine, Tocopheryl Acetate, Panethenol, Aloe Barbadensis Leaf Juice, Cucumis Sativus Fruit Extract, Parfum, Citric Acid, Maltodextrin, Sodium Benzoate, Disodium EDTA, Benzophenone-4, CI 42090, CI9140, Hexyl Cinnamal, Butylphenyl, Methylpropional.

How do I use FreshX?

Fold two pieces of toilet paper in half and use up to three sprays of FreshX to spritz onto the paper. After wiping, simply dispose into the toilet bowl and flush.

Is FreshX suitable to use on sensitive skin?

Yes, FreshX has been dermatologically tested and is safe to use on sensitive skin unless you are known to be allergic to any of the ingredients it contains.

Who can use freshX?

Anyone can use freshX. It is dermatologically tested and safe to use on sensitive skin. Young children should be supervised by an adult. It's also good news for homeowners with septic tanks and macerator toilets who are not advised to flush anything other than pee, poo and toilet paper. If you suffer from digestive issues and visit the toilet frequently, freshX may provide welcome comfort and relief.

Will freshX save me money?

Yes, compared to using conventional wipes which can cost up to 6p per wipe, freshX costs just over a penny per wipe.

Product	No. of Wipes	Cost per Wipe**
FreshX Toilet Tissue Spritz 150ml Bottle RRSP* £3.50 With two sheets of toilet tissue Total cost of wipe	300	£0.0117 £0.0038 £0.0155p (includes cost of toilet tissue)
Andrex – Flushable WetWipes (42 pack) RRP £1.85	42	£0.044p
Naty Eco Flushable Toilet Wipes (42 pack) RRP £2.70	42	£0.064p
Tesco own brand moist toilet tissue (42 pack) £1.00	42	£0.0238p
Tesco own brand luxury moist toilet tissue (42 pack) RRP £2.00	42	£0.0476p
*Recommended Retail Selling Price		**Prices correct at 1 st February 2017

Who is Edgeo Ltd?

‘freshX’ and ‘Tissue Spritz’ are registered trademarks of **Edgeo Ltd**, a company dedicated to addressing a range of environmental issues and developing products that help solve these problems. FreshX is the first of many innovations designed to offer the consumer an altogether better experience with a clear conscience that they are not harming the planet.

Who is the Marine Conservation Society?

The Marine Conservation Society (MCS) is the UK charity dedicated to protecting our seas, shores and wildlife. MCS campaigns for clean seas and beaches, sustainable fisheries, and protection of marine life. Through education, community involvement and collaboration, MCS raises awareness of the many threats that face our seas and promotes individual, industry and government action to protect the marine environment. MCS provides information and guidance on many aspects of marine conservation and produces the annual Good Beach Guide, the Good Fish Guide, as well as involving thousands of volunteers in projects and surveys such as MCS Beachwatch. www.mcsuk.org

Who is Water UK?

Water UK is a membership organisation which represents and works with the major water and wastewater service providers in England, Scotland, Wales and Northern Ireland. Our vision is of a trusted water sector, providing customers and communities with world-class services and enhancing the UK's quality of life. Our purpose is to promote the conditions needed to achieve our vision through leadership in bringing people together, informing debate and generating ideas.