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THE ANSWER TO MOSQUITO BITES FASHION TO KILL!

Mosquitoes – the facts

Amywear is a unique 'intelligent fabric' that, when moved, creates a forcefield that repels mosquitoes, midges and other flying insects. Powered by a patented technological advance known as ifabric technology it releases a fresh smelling and long lasting natural insect repelling vapour, that is safe for all the family.

During normal use, Amywear remains active, creating a comforting, protective 'no-bite-zone' (of about 50cm) around you, providing up to 3 hours of protection from biting insects.

Amywear can be kept active by your body movement or reactivated by rubbing whenever required,

Amywear branded products have been clinically tested and proven by the London School of Hygiene and Tropical Medicine to provide continuous protection against mosquitoes, midges, stable flies, ticks and other unwelcome insects.

Dr Nigel Hill, Medical Entomologist at the London School of Hygiene & Tropical Medicine states, "It's an interesting concept in personal protection from biting insects, and it performed very well in our tests against hungry mosquitoes. Unlike most insect repellent fabrics we have evaluated, this product continually

re-impregnates itself with fresh repellent during normal use, giving long-term protection without the need to continually add more chemical.

"Our experience in evaluating insect repellents demonstrates that products which are good against mosquitoes are equally good against various other biting insects, similarly those which are bad against mosquitoes tend to be bad against all species. For this reason I'd expect this product to be effective against the Scottish midge."

It also has CEEN71 certification. Worldwide, mosquitoes are the most prolific nuisance and killer on the earth. On a yearly basis, mosquitoes transmit disease to over 700 million people and will account for the deaths of 1 in 17 people currently alive. There are over 2700 identified species of mosquito, and between them they populate 97% of the Earth's land masses.

Mosquitoes are responsible for over 3 million deaths from malaria, as well as transmitting yellow fever, dengue fever, polyarthritis and a number of forms of encephalitis - including West Nile fever, which has been spreading rapidly in the United States in recent years.

A mosquito has a number of sensors to detect and locate its prey - the primary

being chemical sensors - and it can home in on carbon dioxide or lactic acid emissions from up to 100 feet away. In order to repel mosquitoes it is necessary to confuse their chemical sensors. There are a number of compounds available today, such as DEET, whose active ingredient interacts directly with receptors in the mosquitoes' antennae, confusing or driving them away.

Amywear people George Costa, the inventor, is a UMIST textile graduate and was always reluctant to use traditional insect repellents during regular holidays to his native Cyprus where insects including mosquitoes can be a real problem. Along with his wife they hated the thought of having to constantly apply deet-based chemicals whose disadvantages stem from their use as a solvent of paints and varnishes and can lead to toxicity in children. Neither were ever comfortable with the contamination of clothing, stickiness and unpleasant odour of most repellents on the market.

It is totally natural and is safe for

children and babies and is CEEN71 certified. It's also been incorporated into a teddy for younger children.

For more information log onto:
www.amywear.co.uk

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