

Market research



Current Market Research into the attitude, awareness and knowledge related to germs and bacteria within the sector and how to combat this growing problem is currently limited. What studies that do exist relate primarily to the situation outside Europe while any comment concerning the elimination of the source of contamination refers to the use of bleach or alcohol based cleaners only.

A recent study that did relate to the UK however, conducted by the Health Protection Agency (UK) confirmed that over the past 3 years, 100 cases of Community-Acquired MRSA (CA-MRSA) had been reported following visits to Gym and Health Clubs.

Reported more than 20 years ago in the USA, where it is now an established health problem CA-MRSA is now regarded as an area of concern both in the UK and mainland Europe, bred as it is in the unpleasant sweaty residue left on Gym equipment after use.

In a survey organised by Dr. Darren Ready, a microbiologist at University College Hospital London, swabs taken from one London Gym revealed dangerously high levels of bacteria "MRSA is becoming a significant danger outside healthcare settings. It is more of a future threat in the UK than a current one but they are treating it very seriously in the USA" says Dr. Ready.

Phillip Tierno, Director of Clinical Microbiology at New York Medical Centre and the author of "The Secret Life of Germs" confirms that 80% of all infectious disease is transmitted by both direct and indirect contact and that makes the Gym or Health Club a highly conducive environment.

In the recent Mens' Fitness Survey, germs were found to be present on that equipment most commonly used within the Gym and Health Club environment (bench press headrest and dumbbells), while examination also confirmed that high levels of bacteria existed where sweat was allowed to develop as a source of bacterial growth on all equipment used by members.

"A Gym or Health Club is a high risk place. You have people dressed to work out they are sweating and then one after another using a piece of equipment. There is a lot of direct contact", says Dr. Kent Allercut, a Clinical Instructor of Dermatology at the University of Texas South Western Medical School in Dallas USA.

"Your best defence? Wipe down equipment with a sanitising solution before and after use so you can be sure it is clean", he confirms.

"Why cannot we have one in the Yoga Room as well? It would be far more convenient."
Village Hotel and Leisure Club Member

"It smells really good, makes the whole fitness room feel fresh"
Village Hotel and Fitness Club Member

"No burns, does not dry out my hands like an alcohol gel."
Life Health and Fitness Club Personal Trainer

"I never knew what it all meant, now I use it every time I train."
Llandarcy Academy of Sport Member

"It is about time there was a system to encourage people to clean equipment after use."
Village Hotel and Leisure Club Member

"Makes me feel I am doing the right thing."
Llandarcy Academy of Sport Member

"We like the idea. The need is undoubtedly there. All we need now are the dispensers and support material and I am sure our members will endorse and use the product."
Bishopston Community Centre Duty Manager

"Our staff have found it effective. We all agree it smells good and like the idea of it being antibacterial.

We are positive that our members would use the product on a regular basis and we particularly like the idea of personal sprays, available through reception.

As a Centre with a diverse membership from across the area, we would welcome the opportunity to be involved in the product's development."

Duty Managers Penlan Community Centre