

Date: 30<sup>th</sup> April 2012

FOR IMMEDIATE RELEASE - GENERAL



## PRESS RELEASE

### Hunt for the Lepicol ‘Home Throne’ of 2012!

**Lepicol** and The Loo of the year awards 2012 are teaming up to create a new and exciting award to celebrate the awards 25<sup>th</sup> anniversary.

Loo of the Year Awards is promoted by The British Toilet Association and is run this year in association with Headline Sponsor **Lepicol**, a probiotic formulation specifically developed to help maintain healthy bowels – naturally

*“The main awards were introduced in 1987, recognising the very best ‘away from home’ toilets. Commercial companies, other organisations and local authorities pay to enter their toilets into the awards”*

Says Mike Bone – Managing Director Loo of the Year Awards

*“A new category will be introduced for the first time in 2012 to enable the general public (consumers) to nominate their own ‘loo’ for an award”*

Named the Lepicol ‘Home Throne’ Award, members of the public can enter any domestic loo within their home. Judges will be looking at criteria such as decor and maintenance, fixtures and fittings, cleanliness and quirkiness.

*“We know that many households in Britain are proud of their loos and have some very quirky habits when it comes to spending time in there.”*

Says Lizzie Hardy – Lepicol

*“From recent research Lepicol conducted we found that 31% of people use their mobile phones whilst on the toilet and 22% have magazines, papers and books on hand to read. We think it’s time to show the world how much your loo means to you!”*

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The winner will be invited to the Loo of the Year Awards presentation event to be held on Friday 7th December at the elegant four star St Johns Hotel in Solihull.

Dr Hilary Jones who is working alongside **Lepicol** in 2012 to help educate on the importance of bowel health will be on hand to award the winner their 'Home Throne Award'.

Entries can be made via downloading a form from: [www.loo.co.uk](http://www.loo.co.uk) and examples of entries will be featured on the 'Loo of the Year Awards facebook page.

## **About Lepicol**

The Lepicol (Healthy Bowels) Company was founded by Peter Jackson in 1999. He developed the Lepicol formulation due to concern for his own bowel health, because of his personal experience with Irritable Bowel Syndrome (IBS).

Lepicol is now owned by Probiotics International Ltd (Protexin).

Protexin is a family owned business dedicated to producing innovative research based products of the highest quality for animals and humans. The company's belief is that nature is an ideal source of effective healthcare solutions, and that applied research and understanding can harness these solutions to the benefit of both humans and animals.

Protexin manufacture in a purpose built, state-of-the-art facility in Somerset, UK. They work closely with leading universities, hospitals and research centres around the world on a range of ongoing research programmes. They are always looking to improve on their products, but never compromise on their natural basis.

Lepicol is available from Boots, Holland and Barrett, Waitrose and all good independent health food stores and pharmacies or online at [www.lepicol.com](http://www.lepicol.com)

RRP £11.18 Lepicol Original Powder 180g, £16.98 Lepicol Original 350g Powder, £16.33 Lepicol Original Vegetarian Capsules, £13.49 Lepicol Plus+ Digestive Enzymes.

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