



PRESS RELEASE

Are you sitting comfortably?

Lepicol is announced as headline sponsor of The Loo of the Year Awards 2012.



Now celebrating its 25th 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.

“Everyone deserves a clean, attractive environment when they visit an ‘away from home’ toilet, especially if suffering from debilitating digestive health problems”
Says Lizzie Hardy – Lepicol.

“Lepicol is proud to be headline sponsor of The Loo of the Year Awards 2012. The awards do a fantastic job in recognising those who have pride in their loos and who work tirelessly to keep public facilities in tip top condition, ensuring that anyone needing to visit an ‘away from home’ toilet has a comfortable experience.”

Media interest in public toilets is at a high level, as their number has fallen by 40% in the past 10 years. However, there are thousands of ‘away from home’ toilets entered annually in the awards and we know that their standards are improving.

Entries are invited from all categories of ‘away from home’ toilets and every entry receives an unannounced, dedicated, inspection visit.

Date: 7th March 2012

FOR IMMEDIATE RELEASE

Anyone can nominate any number of 'away from home' loos and entries can be made online via the awards website: www.loo.co.uk. Closing date for entries is 31st July.

Trophies for the very best entries will be presented at a special 25th Anniversary 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 awarding the winners with their prizes.

Further information is available on the awards website: www.loo.co.uk

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 Holland & Barrett, Boots, Waitrose and all good independent health food stores and pharmacies or online at 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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