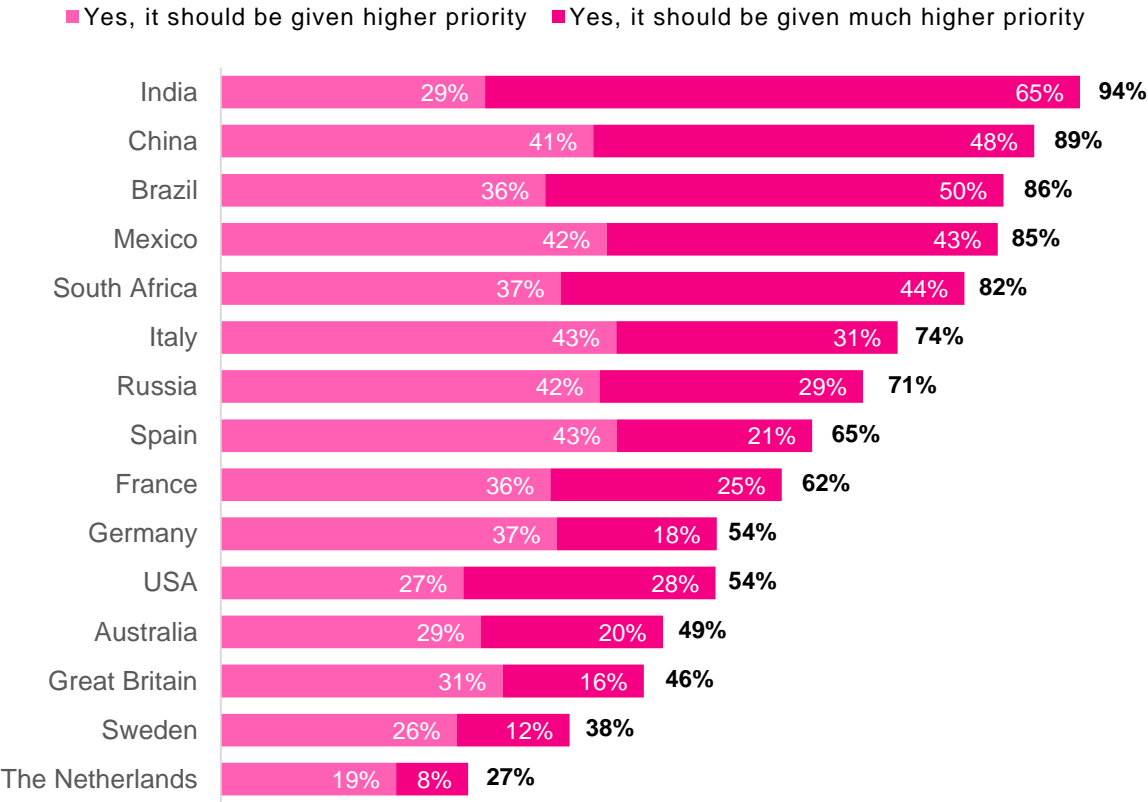


# IMPROVING HYGIENE



# Politicians around the world under pressure to increase focus on hygiene issues



Politicians and decision makers in India, China, Brazil and Mexico are under most pressure from their citizens to increase focus on and improve hygiene.

9 in 10 respondents from these countries want their leaders to put more focus on hygiene issues



# But most people see greater individual responsibility as key to improve public hygiene

More individual responsibility and improved standards in public toilets is what most people globally believe are keys to improving hygiene standards in society.

