



## It's time to Feel Good Cleaning as Cleanercise sweeps the nation

If you haven't got time for Zumba, the gym leaves you cold and you find it hard to lead a healthy lifestyle then maybe it's time to get creative in the kitchen; lunge in the living room and make cleaning more fun with Cleanercise - a Feel Good exercise that's so simple it's set to sweep the nation. Feel Good Cleaning brand Ecover has teamed up with *Dancing On Ice* professional ice skater, Frankie Poultney, to turn everyday cleaning tasks into gym-style feel good moves that will help boost happy hormones, tone wobbly bits and put a smile on faces across the nation.

From simple washing-up to hoovering, floor and window cleaning to bed-making, home tasks can be transformed into a Feel Good workout with just a few simple changes that can help you lead a healthy and sustainable lifestyle. Starting with the addition of Feel Good music, which is scientifically proven to improve our mood as our bodies release the feel-good chemical dopamine when we hear our favourite tunes. So crank up the music when doing your chores and turn your tasks into a mini work out to help both your health and home sparkle.

### Learn the moves

Identified in a recent survey\* by Ecover as one of the nation's top 'feel good past times', dancing around the house was the inspiration for super-toned Frankie's development of the Cleanercise moves - ensuring maximum Feel Good whenever you clean.

Frankie says, "I am always looking for new ways to fit everything into a busy day which is why Cleanercise is the perfect solution for cleaning, exercising and feeling good too. By combining everyday home chores with some simple body toning techniques you can burn calories and give a little boost to your everyday.

"Add to that the Feel Good that comes with using Ecover's products which have no chemical nasties and are gentler on you, your family and the environment and you've got the perfect Feel Good formula. Small changes like these help you on the road to a healthy and sustainable lifestyle."

- **Maximising mopping** Did you know you can burn 300 calories an hour when mopping the floor? Add in some full body twists when mopping side to side, and forward leg lunges when mopping forwards and backwards, and you'll be working your tummy, legs and arms even more. You'll feel the benefits in no time!
- **Work top work-out** Clean the work tops with small and fast circular movements and some long over-arm sweeps of the cloth. A full body workout can be achieved; honing the core muscles, tightening the triceps, shoulders and back, as well as burning a hefty 250 calories each hour. Use the same technique for cleaning windows and shower enclosures – long arm sweeps deliver some great toning results.
- **Bicep bottle** Don't think that gym has the only solution to toning – the home is filled with things that you can use to work out. Fill two empty Ecover bottles with water and use them as weights to tone your arms – try eight bicep curls followed by eight triceps dips, then end

with some resistance exercises. Hold the bottle out in front of you at a 90 degree angle and hold them there for as long as you possibly can – a great one for strengthening your arms and your determination!

- **Wiggle and whip** Just because you're busy cooking it doesn't mean you can't feel the health benefit. Wiggle your hips and have a spin when cooking up a storm in the kitchen. Work up your appetite with a dance behind closed doors and in the time it takes for you to whip up a delicious and healthy main course, you will have burned an additional 200 calories. Rather than sitting down while the veg are cooking have some guilty pleasure dance time – you'll love it and your body will too!
- **Wash and glow** When doing the washing up, turn on your favourite music and work your glute muscles with rear leg lifts. Using the sink for balance, raise your leg behind you whilst holding in your stomach and let your leg and bottom muscles do the hard work. Complete eight on the right leg before changing for the left leg, repeat until your favourite song has finished.

### **Reap the rewards of Cleanercising with Ecover**

*Cleanercising* is ideal for those who are time-pressed and who don't want to spend money on hefty gym fees. Inspiration can come at the drop of a hat, and as long as you put in some energy, a stretch or two, and even a few squats, you can turn ordinary everyday chores into the extraordinary, whilst also benefiting your total well-being.

Using Ecover's products whilst *Cleanercising* is a fantastic way of keeping your home sparkingly shiny. With *Cleanercising* helping you stay healthy from the inside, Ecover products also care for you on the outside. Made from plant-based ingredients which leave no nasty residues or irritants on the skin, *Cleanercising* with Ecover is better for you, your family, and even the cat!

For more Cleanercise moves and to find out more about Feel Good Cleaning, visit [www.the-splash.co.uk/feel-good/home](http://www.the-splash.co.uk/feel-good/home)

**ENDS**

\*Ecover's Feel Good survey was conducted over two weeks with 700 respondents

### **Notes to editor's**

**Ways to Feel Good** Cleanercise is part of Ecover's Feel Good Cleaning campaign and there are a number of other ways you can get involved...

- Find out your Feel Good factor\* by joining the Ecover Facebook page [www.facebook.co.uk/EcoverUK](http://www.facebook.co.uk/EcoverUK) where you can rate what makes you Feel Good and make sure you do it more often!
- Follow us on Twitter - @Ecover to keep in touch with the Feel Good chat, get some tips on how to Wear and Care for your clothes, and find out when we'll be bringing Feel Good Cleaning to your area

- Look out for Ecover at events across the UK this year – it's a chance to practice all those Feel Good dance moves and find out more about the products
- Enter competitions and sign up for the regular Feel Good newsletter on The Splash – [www.the-splash.co.uk](http://www.the-splash.co.uk)
- Try and test your new Feel Good Cleaning moves by getting your hands on some Ecover products and get them delivered straight to your door with our online shop [www.ecoverdirect.com](http://www.ecoverdirect.com) – there you can pick up any of our products, including our Absolute Clean and Essential Clean packs
- And don't forget our website [www.ecover.com](http://www.ecover.com) for product info and a bit about us.