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Special Message:

"Staph" Infections

This is a general term applied to a variety of infections caused by the bacterium *Staphylococcus aureus* (*S. aureus*), and if you're in the cleaning products business, it's one that you need to know, and know well.

This particular type of infection has become more and more serious of late as strains of the bacteria have become highly resistant to antibiotics, always (and still) the medical establishment's first answer to these easily recognizable infections.

First let me say that there are two levels of staph problem, those in health care institutions, (which can be life threatening) and those elsewhere - which are normally just a nuisance - but can also be serious. There is not enough room here to address the medical institution's special problems, but I do want to talk about those pertaining to the rest of us.

S. aureus is found everywhere. It can survive in extreme temperatures, and is tolerant of various environments, "toxic" chemicals, lack of air, high/low air pressure, etc. Between 70-90% of all humans (and most animals including household pets) will carry *S. aureus* colonies somewhere on or in their bodies at any given time, with no ill effects. In other words, there is a host/parasite relationship between us and this common bacterium. Under normal circumstances, we are both tolerant of each other.

S. aureus is however, opportunistic. Normally held in check, under the proper circumstances, *S. aureus* becomes virulent, and like all other living things, will proliferate, and spread from host to host. Now we have a problem.

S. aureus' most common infectious manifestation is boils (large and small), and infections of the hair follicle. The infection draws white blood cells to the site of infection forming pustules. When these little "pimples" erupt, millions of malicious bacteria are released to search out a new home.

Almost always, *S. aureus* is spread by direct contact.

Good selling,

John White

First gets the business, second gets the leftovers, third gets thrown out - which one are you?