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The year of hand sanitizer and the smug germ-free

| posted Nov 12, 2009

Cult items may come and go but there is one that appears intent on sticking around in 2009. With vaccination envy in the air, Madonna spotted waving a bottle in Malawi and young children supposedly getting high on it - we investigate the phenomena that is hand sanitizer and the new sterile souls.

If an alien were to land in an office/plane/use public transport - they would immediately notice thousands of people (complete with self-righteous looks) rubbing their hands together whilst pouring clear liquid onto their palms. Yes - the cult of hand-sanitizer and living a germ-free existence has entered into the public domain, and unlike the germs it attempts to rid the world of, it appears it's going nowhere fast.



Madonna spotted in Malawi with what appears to be a bottle of hand sanitizer ([Sky News](#)).

Fuelling paranoia about personal cleanliness that has been termed HSOCD (*hand sanitizer obsessive compulsive disorder*) society is morphing into a scene reminiscent of the film *Bridget Jones* - hold on, I'll explain. The 'smug marrieds' appear to have been replaced by the 'smug germ free' - a group of people who refuse to hold door handles, go anywhere without a bottle of the germ-destroying stuff and who cannot understand why anyone would leave the house without disinfectant wipes.



Hand sanitizers work by creating a smug layer of, "I'm so clean, look at me" to a user's hands - seriously they function by stripping away the outer layer of oil on the skin. Sales of these products have soared by up to 80% in the past two years according to the Cosmetic Toiletry & Perfumery Association.

Most hand sanitizer is 62 percent alcohol - more than most vodka, which averages about 40 percent alcohol. The high concentration, say the manufacturers, is needed to kill germs. Some brands contain more than 60 per cent alcohol - the website YouTube is literally awash (ahem) with videos of students drinking the hand gel or lighting it on fire for kicks.



Products such as *Frais* are the natural alternative to chemical based hand sanitizers and contain a gentler sugar-cane alcohol. They have become cult accessories for the eco-conscious.

Along with chap stick and nose spray addicts - we're hoping 2010 washes it's hands of the smug-germ free and those sterile souls.

Kerry Olsen

Sources: [Sky News](#), [The Times](#), [Forbes.com](#)

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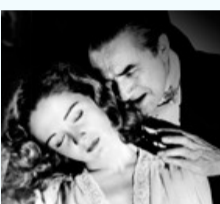


Scarlett Johansson: Home alone has never been sexier

Nov 13, 2009

We're used to seeing women looking hot to trot in glamorous bars, taking on the world in slick offices and flipping between cities aboard a jet but looking elegant in the kitchen however is not an obvious image. Showcasing the modern luxury of quality time alone - Swide takes a closer look at the new images of Dolce & Gabbana's *The One* fragrance campaign starring Hollywood actress Scarlett Johansson and rethinks that night on the town.

([more](#))



New Beauty: The Vampire Filler

Nov 10, 2009

A new wrinkle treatment called Selphyl uses patient's own blood cells to reverse aging. Nicknamed The Vampire Filler, Selphyl is made from human blood and takes 20 minutes from start to finish - meaning you don't have to follow vampire hours to achieve perfect skin.

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Video: Get the Brigitte Bardot look in 5 minutes

Oct 27, 2009

The 1956 film *And God Created Woman* in which Bardot stars pretty much sums her immense beauty. The French cinema star whose sexy, liberated style has outraged and inspired the world was showcased on D&G's spring 2010 catwalk - discover how to achieve the look at home courtesy of super make-up artist Pat McGrath.

([more](#))



Video exclusive: Pat McGrath on next season's sensual look

Oct 19, 2009

The models hit Dolce & Gabbana's spring 2011 catwalk looking the very essence of Latin sensuality. Sat at our desks looking washed out and in need of a good night's sleep - we called on super make-up artist Pat McGrath to find out more about to create this look at home.

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New Moon After Party: The vampires come out to play



When the paparazzi flash bulbs went down at last night's *New Moon* New York screening hosted by The Cinema Society and D&G last night it was time for the after-party at The Box and the time for Robert Pattinson, Kristen Stewart, Taylor Lautner, Ashley Greene, and Gossip Girl's Ed Westwick to prove their real after-dark credentials.

New Moon premiere takes a bite of the big apple



Robert Pattinson, Kristen Stewart, Taylor Lautner, Ashley Greene and Kellan Lutz - continued the promotional whirlwind for *New Moon* at a New York screening hosted by The Cinema Society and D&G last night. Courtesy of blogger Adrien Field, Swide was on hand to tweet live from the after-party. Plus find out what designers Dolce & Gabbana have to say about the *Twilight* saga...

Culture whores: there's a red-light district in my museum



Just opened in London is an exhibition that the National Gallery hopes will move it into the contemporary: clever strategy or just whoring itself out?

A wardrobe that's a walk in the park



No.346 in a limited series - we all dream of having one of those wardrobes where no matter what the occasion there's the perfect look waiting. We show you how in our daily fashion fix.

The death of the A-lister?



Hollywood is thinking twice about A-list stars and costly productions in a reaction to the poor economy, but also because of the success of recent films with unknown actors according to news agency Reuters.

Betty Davis: Funk your way into 2010



Betty Davis combined the fashion sense of David Bowie, and the flair of Miles Davis, her husband for a year. In time for Christmas parties everywhere *Light In the Attic* Records are releasing two of her lost albums.

Pirelli calendar 2010: Sleep on location



The 2010 Pirelli calendar shot by Terry Richardson was launched yesterday in London. Shot on location in Trancoso Brazil at the new UXUA Casa hotel, peek at the hotel and the Pirelli pics here.

Citizen Journalism: Why media will never look the same again



With severe cuts in the media world, influential bloggers, and Twitter swaying Iraqi elections, it was only a matter of time before the news industry had to change. No longer enough for people to tell us the story - we want to be involved in telling the story too. Youtube Direct a new service launching on Tuesday takes news to the next dimension.

Bellezza Tags

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