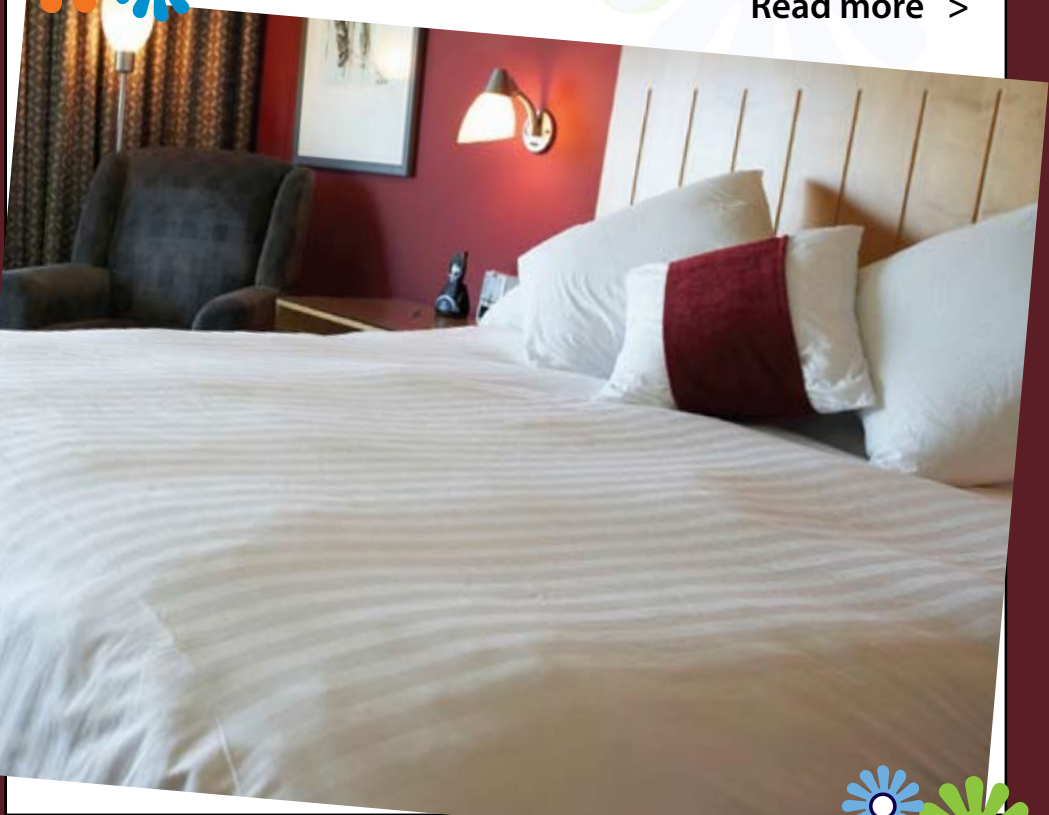


De Hygienique

Bi-Annual Newsletter

For people who appreciate the best
in indoor hygiene

- A Cleaning Service that Keeps Getting Better >
- Leather Furniture Cleaning Tips >
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Beginning of this year, 3 children died of a flu strain in Hong Kong. This sad news reminds us of SARS that killed more than 30 lives in Singapore 5 years ago.

A national campaign was then organised by Singapore's government to increase indoor hygiene and cleanliness standard to fight against infectious diseases like SARS.

With the ending of Hong Kong Flu trail, perhaps it's time for us to ponder whether *are we taking our health and hygiene for granted?*

Prevention is better than cure, after all.

Aimed to provide a high indoor hygiene quality for our customers, De Hygienique will continue to improve and increase our service quality to better serve our customers' needs.

It is gratifying to know from customers' feedback that De Hygienique's services have increased their indoor hygiene standard and assisted in the allergy management of their loved ones to minimise allergy attacks.

De Hygienique's services are also getting more approvals from medical healthcare institutions, doctors, and furniture manufacturers as a recommended service for optimum hygiene and furniture maintenance.





The Only Certified Mattress Cleaning Provider in Singapore

The recognition for De Hygienique's mattress cleaning service has gone up to a higher level.

The cleaning system used for De Hygienique's mattress cleaning service, POTEMA® Mattress Cleaning System, has recently been awarded with ECARF Quality Seal and proven to "effectively improve allergic symptoms" by the ECARF experts.

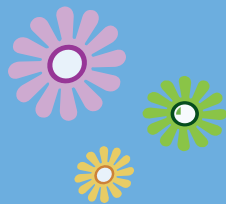
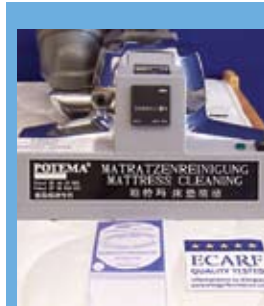
The ECARF (European Centre for Allergy Research Foundation) Quality Seal is a certified quality standard to help allergic patients to choose suitable goods and services.

For a product/service to be awarded with ECARF Quality Seal, it needs to pass a stringent test by their experts to prove its benefit and suitability for allergy sufferers.

There is no other mattress cleaning system in the world, except POTEMA® Mattress Cleaning System, that has been certified with such privileged award.

This award accentuates De Hygienique's service quality in cleaning and sanitising of mattresses against any dust, dust mites and their faeces, mould spores etc.

You may find more information on ECARF at <http://www.ecarf.org>.



**NEW
IMPROVED
FORMULA**

Cleaning Solution with Improved Formula

After many research and experiments, De Hygienique's technical team has recently improved the stain removal solution used for carpet and upholstery cleaning.

The improved stain removal formula has shown significant difference in cleaning result.

De Hygienique strives to continuously improve our cleaning technology to provide better indoor hygiene solution.

De Hygienique commits to continuously improve our service for our customers. We are glad to be able to fulfil our commitments.

A Cleaning Service that keeps getting better

Household Tips For Cleaning Leather Furniture

Leather furniture is almost maintenance-free. However some stains on leather are almost impossible to be removed.

Points to know when cleaning your leather furniture:

- Use lint-free soft cloth like micro fiber cloth to remove stain from leather
- Rub/wipe in the direction of the grain on the leather
- If cannot find the grain on the leather, rub the cleaner from the outside of the stain towards the center. Never rub the cleaner in a circular fashion

Remember: Fresh stain is easier to clean than old one. Old stain tends to be absorbed into the leather material so it is difficult to remove.

Below are some household tips to remove those unsightly stains on your leather furniture:

Food and blood stains.

Fresh stains can be cleaned up quickly with damp cloth.

Ballpoint ink stains.

This is particularly difficult to remove especially if it has dried.

- Try dipping a cotton swab in alcohol and rub over the spot
- Can consider contacting the ink manufacturer/distributor for solvent to remove the stain

Grease / oil.

Lightly dusts some white talcum powder on the grease until completely cover the stain. Let it sit overnight. The powder will draw the oil/grease spot out of the leather.

Human perspiration and body or hair oils. These oils will cause cracking and hardening of the leather.

Use damp cloth to wipe the leather furniture with leather cleaning soap or mild household detergent and water solution. Wipe thoroughly with clean water to remove traces of the detergent as this may damage the leather. Lastly, wipe dry the furniture.

Note: Different leather material and stain nature may get different cleaning result from the above household tips. De Hygienique will not be held responsible for any damage caused by the above household tip.



Maintenance Tips



Drapery Cleaning

We regret to inform that De Hygienique has yet to approve any suitable onsite drapery cleaning system. We would update our customers as soon as we obtain the right cleaning system to be included in our service.

We have instead teamed up with a reputable drapery dry cleaning service provider, Global Dry Cleaner, that has served Singapore's market for more than 60 years, to provide a special dry cleaning service package for De Hygienique's customers.

Please contact us at 6749-1950 to find out more about the drapery/curtain dry cleaning service and special package exclusive to De Hygienique's customer.

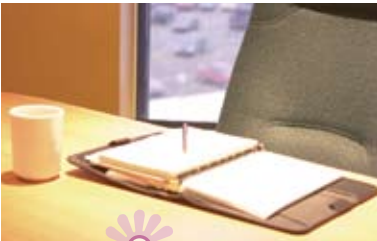
Copy Cats in the market

De Hygienique has received feedbacks from unsatisfied customers who have been serviced by hygiene professional service providers that claim to use similar or same cleaning technology as De Hygienique.

There is a need to be careful against such claims as only De Hygienique and our authorised agents are professionally trained and authorised to use the highly acclaimed cleaning systems.

The European manufacturers of these cleaning systems have given De Hygienique an exclusive right to operate and distribute their patented state-of-the-art cleaning technologies in Singapore and other Asia countries.

It is advisable for customers to contact De Hygienique's customer service hotline to ensure that you are being serviced by an authorised service provider.



In the News

"De Hygienique sanitisation process is quick, clean and reasonably priced..."

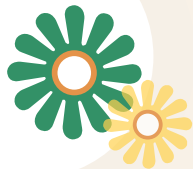
~ Expat Living Magazine August 2007 Issue

"..... well worth the results"

~ Simply Her February 2008 issue



De Hygienique participated in SingHealth Polyclinics & Sengkang Community Club joint Child-Health Carnival, titled "Healthy Kids, Happy Kids" on 24 June 2007. Here are some of the snip shots of the event...



De Hygienique's mascot taking family photo with event participants.



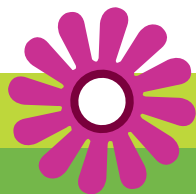
De Hygienique's mascot performing together with SingHealth medical staffs.



De Hygienique with SingHealth Polyclinic Director of Nursing, Ms Gwee Pek Hoon, and Pasir Ris-Punggol GRC, MP Charles Chong.



De Hygienique's staff explaining our Mattress Cleaning system to Pasir Ris-Punggol GRC, MP Charles Chong.



Summer 2008 Promotion

Up to 15% Discount on De Hygienique's Services

Terms & Conditions

o Promotion valid only for Residential customers o Promotion valid until 31 August 2008 o Purchase below \$150 entitled to 5% off o Purchase \$150-\$300 entitled to 10% off o Purchase above \$300 entitled to 15% off o Other terms and conditions may apply.

Enjoy Up To \$20 SAVINGS when purchase the following:

- Value Pack Potema Spray at \$119 (UP \$130)
- Potema 750ml Sanitising Spray at \$65 (UP \$85)
- Potema 750ml Sanitising Spray Refill at \$59 (UP \$75)
- Traveling size Potema 100ml Sanitising Spray at \$10.50 (UP:\$13.90)
- Easy to use Stain Removal Foam will be sold at \$28 (UP\$38)

Terms & Conditions:

o Promotion valid till 31 August 2008 o Promotion is not valid with other ongoing promotions o Other terms and conditions may apply.

Referral De Hygienique & Be Rewarded

Enjoy COMPLIMENTARY cleaning & sanitising service for 1 King Size Mattress with every 3 successful referrals.

Term & Conditions:

o Complimentary service for the mattress is not exchangeable for CASH or other service purchase of the same value o Referrals must not be resident of the same address as the referee o Other terms and conditions may apply.

Maintenance Contract Renewal

Receive Complimentary pillow and bolster sanitizing service with POTEAMA Sanitising Spray (UP: \$5 each) when you renew your mattress cleaning & sanitising service contract. In addition, receive complimentary Stain Removal Foam for any Upholstery and/or Carpet contract renewal (UP \$38).

Call our Customer Service Hotline at 6749-1950 for more information.

Terms & Conditions:

o Promotion only valid for residential contract renewal o Promotion NOT valid for new contract o Promotion cannot be combined with other promotion o Other terms and conditions may apply.

Promotions



Thank you for your feedback and support

We would like to invite you to share your personal experiences with *De Hygienique's* services.

FIVE selected entries will be published in our bi-annual newsletter and you will also stand to **WIN** a mystery gift* worth \$88!

* Terms & Conditions Apply.

You may send us your thoughts on our products and services via email at enquiries@dh-asia.com or fax at 6749 1179.

You can also visit our website www.dh-asia.com for more updates.

