

DON'T LET THE FRESHMAN FUNK SPOIL THE COLLEGE EXPERIENCE!

Consider Lifestyle Environment Changes Your Child Faces at College & Get Them Prepared

BARRINGTON, ILL (August 1, 2007) –Parents everywhere are in the throws of the traditional back-to-school ritual: stocking up on supplies, books, and wardrobes. If your student happens to be headed for college for the first time you'll probably be buying a mini-frig, microwave and much more -- so they'll have all the comforts of home, away from home.

You've warned them (both daughters AND sons) about the freshman 15 – but did you even consider talking about freshman funk'????

What is Freshman Funk and is it contagious?

Freshman Funk does not require an EMT – just a little Fresh Wave® product! Your child is not only moving in with one or multiple strangers – they are moving away from the clean and comfort that has been home for 18 years. Although your child has most likely NEVER mentioned the great job you do keeping your home clean and fresh – after a month or two with their new roomies (and exposure to Freshman Funk) – you probably will hear it!!

Your son has NO idea that his smelly shirts can knock out the team – because you wash them before that happens. Girls don't realize that hairspray, mousse and deodorants with multiple fragrances can create a not so pretty smell. At college multiply that by a zillion!

But don't wait until they are despondent to let them know about the Fresh Wave secret! Fresh Wave odor neutralizers are the safest way to create a fresh, clean and non-fragranced environment. Send them back to school with some or in their first “care package.” Fresh Wave has a product for ever odor your student will be faced with. Here are just a few along with a few tips via a respective Fresh Wave solution:

Late night snack disaster - burnt popcorn in the microwave: spray the room down with Fresh Wave room spray. It will quickly remove the odors, and won't leave a fragrance that will upset your sensitive roommate.

Borrowed your roommate's sports coat (with permission): didn't know they still smoked in restaurants – spray the jacket down with the Fresh Wave travel spray and remove all odors including your girlfriends perfume before returning it! Way cheaper than dry cleaning!

Let the girls use your bathroom for the mascots' litter box: keep a continuous release crystal gel open near Fluffys' litter box, and always have a spray on hand in the bathroom, too. The RA will never find out!

Forgot the hamper - parents' bringing it... (in a month): add a pearl pack sachet (or five) to the drawer that is subbing for a hamper! Or under the bed...

Woke up with your book on your face and five minutes to run to class: Fresh Wave spray is safe enough to spray your clothes, hair and shoes down – no harsh chemicals to breath! Eliminates Freshman Funk!

Jock roommate thinks his funk isn't: Fresh Wave continuous release crystal gels to the rescue – get a super size you can place around the room (okay around his bed).

Greasy fast food funk: After a while, the room will be layered with delivery odors. Guess what? Those odors layer, build up and will find a way to imbed into your favorite True Religion® jeans and OnPoint Dzigns® T-shirt which is a bummer. Nip fast food funk in the bud with regular room sprays of Fresh Wave!

You Don't Have to Have a Degree...

Compare Fresh Wave product ingredients to other “air freshener” brand ingredients. It doesn't take a PhD. to note the difference. Fresh Wave products are safe for use around people and pets. There are no harsh chemicals to breath in, any harmful VOCs and the sprays are non-aerosol.

So sit down and talk about – you'll be glad you did. It just takes a minute to make sure your college students are educated about -- the Freshman Funk --- and armed to combat it from day one.