

## P-Wave launches limited edition Midnight Coast Slant6 urinal screen for high-end hospitality venues

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Leading UK air freshening experts **P-Wave** has launched a new Slant6 Midnight Coast limited edition urinal screen, aimed at high-end hospitality, and featuring NHS England's important men's health message "Blood in your pee? Contact your GP practice".

"Our new Slant6 Midnight Coast limited edition is more upmarket than a celebrity chef's tasting menu," says Mark Wintle, P-Wave's Brand Manager from Robert Scott. "The sleek, black urinal screen allows guests to indulge in a refreshing aquatic fragrance, balanced with green palm leaves, fruity and floral hints, all layered over driftwood and white musk.

"And while they enjoy the luxury, they will also be reminded of an important NHS cancer awareness message - because even in a 5-star washroom, health matters."

Ongoing success for men's health initiative

Since the end of last year, as part of a major earlier cancer diagnosis drive, an NHS awareness campaign to encourage men to consult their GPs if they saw blood in their urine, has been delivered directly to those at risk through a special message featured on P-Wave's Slant6 urinal screens.

Diagnosing cancer early means it is easier to treat and can save lives, which is why the NHS chose to collaborate with P-Wave to urge men to be aware of changes in their bodies and contact their GP practice if they notice symptoms that could be a sign of cancer.

The NHS England campaign has been a great success and sees no signs of slowing, with over 600,000 urinal screens carrying the NHS message expected to be placed in venues from pubs, restaurants and offices, to shopping malls and sports stadiums nationwide by the end of the year.

## More fragrance and kinder to the planet

Slant6 has the highest ratio of fragrance load to plastic than any other urinal screen, and consistently outperforms other 30-day urinal screens. Slant6 keeps walls, floors and trousers dry, thanks to its unique angled bristle design, and is the first range in the UK that features the market-leading anti-splash technology on both sides of the screen – so they cannot be installed incorrectly.

Easy to install, the Slant6 has the lowest plastic content of any competing premium urinal mat, and while they are recyclable, they also feature the EcoPure® additive that has been proven to accelerate biodegradation, should they find their way to landfill.

“The original roll out for the NHS branded urinal mats featured our brightly coloured Slant6 screens with popular fragrances such as Honeysuckle, Ocean Mist, Cucumber & Melon and Cotton Blossom” says Mark Wintle. “We thought that high-end hospitality deserved something special, and the new stylish black Slant6 Midnight Coast limited edition delivers a unique fragrance which is already receiving rave reviews.”

## Making the washroom a centre for wellbeing

“We were proud to be chosen to work with NHS England on this first-of-its-kind partnership, which offers a creative yet simple way to literally put a potentially life-saving cancer awareness message in front of men.

“We are delighted to be able to make the washroom a centre for wellbeing and put a focus on men’s health awareness. It is great to think that with our P-Wave urinal mats, we can encourage people to check for blood in their pee and to contact their GP practice if they spot it.

“Our new Slant6 Midnight Coast limited edition urinal screen ensures we can reach even more men by taking this important NHS message into the high-end hospitality sector.”

## Blood in your pee

Passing blood in pee – even just once – is a common symptom for bladder, kidney or prostate cancers, which are all among the ten most prevalent cancers in the country, and generally affect men more than women.

Other common symptoms for bladder, kidney or prostate cancer include peeing very often, sudden urges to pee or a burning sensation when you pee, difficulty peeing, a lump or swelling in your back, under your ribs, or in your neck, or pain in the side between the ribs and the hip.

For more about this important washroom wellbeing initiative visit: [www.p-wave.co.uk/nhs](http://www.p-wave.co.uk/nhs)

For more information about cancer symptoms, visit [nhs.uk/cancersymptoms](http://nhs.uk/cancersymptoms)