



Saving that Kiwitahi Gold

It's summer and Glenn Dwight looks at ways to save our most precious resource – water.

If life has taught me anything, it's that people love being told what to do by people who know nothing or very little about the subject on which they are issuing advice.

It is with this confidence that I charge headfirst into this article and proffer my limited wisdom on how to save water – or as a wise Kiwi farmer once described it, “liquid gold”.

But first, a little background. It's summer so one of the top-of-mind subjects for farmers is water, or Kiwitahi Gold. And given the parallel with gold, how do we save this precious resource during hot months?

The great washing shark

When it gets hot out there, we need to wash our clothes more often. This may appear a no-brainer, but that washing machine respects neither the lone sock nor water. In fact, it loves water and eats it like a tiger shark*, which is known to consume just about anything in its path.

So to save water the answer is simple, wash clothes less often or never, or just wear them until they fall off then buy new ones. But as previously mentioned, the human propensity to sweat makes this difficult in the current climate and is hell for those inside a 10-metre radius.

The answer is something you might never have thought of... that bottle of Brut aftershave that you received for Christmas in 1987 and has been sitting in your bathroom cabinet waiting for a ‘special occasion’. Well, that ‘special occasion’ is saving water and saving the planet, so rather

than racing those stinking old clothes to the washing machine, hit them with the citrus, spicy and woody notes of Brut.

If you don't have any Brut buried away in a drawer, I suggest applying AirWick Uplift Frangipani and Mango like a teenager would apply Lynx Africa before a date.

On bubble baths and brushless rollers

So that's clothes cleaning taken care of, but one's personal hygiene can be a little more challenging. You could take the teenage dating approach and forgo showering, instead immersing yourself in the aforementioned Lynx. But you will smell like a teenage boy, so not the perfect solution. Instead, take advantage of the real estate gift that is the open home – the perfect chance to grab a shower, maybe treat yourself to a relaxing bubble bath, and use the toilet.

You could also consider a family trip to the local car wash. But be wary of the rollers; a brushless option would be my suggestion and the ‘polish’ cycle is maybe one step too far.

Washing dishes is not only a chore, but can be punishing on water use, so go plastic and use plastic utensils and plates. I know that people will instantly be enraged at the use of chemicals and science magic in the making of plastic, but remember hydrogen and oxygen are on the same periodic table and those two great elements make water and water is the chief element of beer. Thank you – no argument!

Going au naturale

Some big water savings can take place around shaving. It's time to go au naturale. Gentlemen, you will just look like a Wellington hipster, giving you an excuse to drink more beer. And the great thing about your new hipster look is that you can drink craft beer and look like a bohemian member of Cuba Street society or, if you are more comfortable with your double brown, you just look ironic.

And ladies, your non-shaving ways will make you look chic and French and will give you the freedom to drink red wine at any time of the day and be rude!

Finally, as our bodies are around 60 percent water, hydration is going to be a consideration when saving water. This is not the time to go all Bear Grylls. Instead, look at ways to cheat the system. When you are invited over to a neighbour's house for dinner, why not take some water bottles? And when you stop at a service station, grab the radiator watering can and fill up some more.

I wish you well on your water-saving journey. ■

GLENN DWIGHT is an NZME Studio Creative Director. He favours Lynx Anthony Joshua Ice Chill on particularly balmy days.

*What may be trash to humans is treasure as far as tiger sharks are concerned. Registration plates, shoes and parts of a suit of armour are just some of the things that have been found in their stomachs.