

Take Note



SUMMON YOUR STUFF!

Amazon Dash does one-touch household shopping for you

► Superb news for the busy and idle alike, as with Amazon Dash your house goes shopping on your behalf, saving you a trip to Tesco for the daily essentials that are so easy to forget the moment you're not using them.

No more popping out in your dressing gown because you're low on Listerine or hoping co-workers won't notice that the only thing coming out of your Right Guard dispenser that morning was warm air.

Instead, as you notice your Nescafé running low you can

instantly hit a button that you've placed by your coffee machine to ensure a top-up is delivered within 24 hours – swiftly avoiding an early morning meltdown with the added bonus of making you feel like you're in the future.

The instant physical purchase button is

essentially free, as you get the £4.99 cost back in credit, and is set up via Wi-Fi through the Amazon Prime app. While only 48 brands are currently signed up in the UK, our early-adopting American cousins have been living in a smart-house world for a while now and have a growing selection of 150 brands – from Starbucks, Lavazza and Illy to Burt's Bees, Schwarzkopf and Garnier – on tap already.

The buttons can be scattered around your house so you remember to replenish your essentials while you're actually using them. Nobody enjoys shopping for protein powder [BSN and Optimum Nutrition available] or coconut oil [Biona], so if you're not staring directly into a dwindling packet of powder you're likely to forget you need it – and undergo the irritating experience of running out. Down to your last razor blade? Gillette and Wilkinson are on board. Hair threatening to abandon

your head? Buzz for some emergency Regaine.

There's also no worry that a mountain of Nicorette is going to turn up on your doorstep if you hit the button one too many times in a nicotine-deprived rage – once the order has been placed another won't be processed until your delivery has arrived. Just be aware that Dash takes 24 hours – even though Durex have signed up, that might be one to still make an emergency trip to the shop for.

amazon.co.uk

