Creating a fresh experience for every user, a razor blade chops each piece of plastic to prevent reuse.

"This is exactly how it should work," said Brennan.

The toilet seats have already caught on at 30 casinos and 14 airports nationwide, along with high-end country clubs and major retailers such as Saks Fifth Avenue in New York and Las Vegas.

Each month about 6.5 million people sit down on the electronic toilet seat, said Alan Brill, president of Florida-based Brill Hygienic Products Inc.

"Every public bathroom is the United Nations of germs," said Brill. "I was reared by my parents never to sit on a public toilet seat or I'd go blind."

High volume clients get the $200 machinery free but pay about 4.5 cents per plastic sheet, Brill said during a recent interview. Paper seat covers cost about a penny apiece.

The only other Brill toilets in the state are found at the Palos Verdes Country Club in Los Angeles County. Another model features a sensor above the seat, allowing activation with the wave of a hand.

Brill, who lives in Boca Raton, Fla., flew west this week to expand an already booming family enterprise. After five years of business, the company net about $4.5 million annually, he said.

Barbara Cole, director for disease control at the Riverside County Department of Public Health, said no statistics exist at the county or state level on bathroom cleanliness, but she stressed the importance of hand washing.

Cole said diseases such as hepatitis A, salmonella and other ailments could be contracted in public bathrooms.

"If the device always has a clean surface, it decreases the likelihood of a disease being transmitted from the toilet seat," Cole said by phone. "I think anything that provides a barrier between an item that might be contaminated and the human body is a good thing."

Pristine restrooms have long been a benchmark for the Cabazon Outlets. Shoppers on a bathroom break find spacious stalls and packages of merchandise. Lotion and sunscreen dispensers are provided for female patrons, said Marjorie Ireland, the mall's general manager.

"We take pride in keeping our restrooms to very high standards," Ireland said. "Not a day goes by that we don't get compliments from our customers."

Ireland said management had noticed stress on the mall's septic system. She contacted Brill after learning of his product.

"Hopefully it will reduce cost and keep our septic situation manageable," Ireland said.

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Brill Hygienic Products makes this sanitary toilet seat.