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Monday 05/18/09

CE	TUESDAY NIGHT—LIVE in the NORMI Talking Studio...616.712.8000 x 988162#
7-9pmEST	<p>Tionicon Introduce New Hand Sanitizer Products!</p> <p><i>“NORMI Pro Environmental TASC Force Chapters Multiplying”</i>—Linda Eicher, Director of ETF</p>

NEW Foaming Hand Sanitizer is Alcohol-Free!



DepHyze™ Foaming Hand Sanitizer is an extremely safe, effective, non-irritating, non-flammable, non-staining alternative to alcohol-based hand sanitizers. In addition to killing a wide range of common or dangerous microbes with unprecedented efficacy (99.9999% reduction of Staphylococcus aureus, for instance), DepHyze is also more effective than the leading brand of alcohol-based hand sanitizer at killing Norovirus.

Until now, even the most well-run and hygienic restaurants, cruise ship lines, etc., have only been able to offer kill rates of 99.99% against common microbes, using alcohol or ethyl-based hand sanitizers. While 99.99% may sound impressive to people thinking back to test scores in school, in the world of germ eradication, this is barely better than washing with mere soap and water (99.9%), leaving thousands of microbes alive to reproduce and repopulate their environment. In short, a surface that has been “cleaned” to 99.99% is not truly clean, is not at all sterile, and will often soon be teeming with dangerous bacteria. To prevent this, one must kill the germs to what scientists call “log kill 5” (meaning five nines or 99.9999%). With DepHyze™ Foaming Hand Sanitizer, you can achieve this level of efficacy for the safety of patrons. This refillable pocket-sized dispenser is now available in the NORMI Store along with larger packaging for resale and larger dispensers.

Not only are alcohol-based hand sanitizers less effective germ killers, but they cause other problems as well. Because alcohol removes the skin’s oil, which is one of our bodies’ natural defenses against bacteria, repeated use of alcohol actually increases skin bacteria five hours later. Repeated usage can also lead to dry hands and painful irritation that lasts for days.

Alcohol-based sanitizers do not offer enough protection for and against Norovirus and other germs (only 99.99%). To kill 99.99999% of all, use DepHyze™ Hand Sanitizer. DepHyze Foaming Hand Sanitizer’s active ingredient is benzalkonium chloride, an alcohol-free antimicrobial compound that has been widely used in hospitals for more than 60 years in surface cleaners, sterilizing agents, and leave-on FDA Monograph, anti-bacterial skin treatments.

In addition to their weak efficacy, alcohol-based hand sanitizers suffer from other problems:

- Alcohol-based sanitizers stop working the instant they dry. The leading manufacturer of alcohol-based sanitizers claims that their product kills 99.99% of most common germs in as little as 15 seconds; however, their product dries in 8-10 seconds, rendering such claims meaningless as alcohol concentration drops below its efficacious level within a few seconds of application
- According to the FDA, alcohol rubs have been shown to cause an increase in Staphylococcus aureus five hours after application, due to the alcohol's elimination of skin oils that naturally defend the body against bacterial infection.
- No residual protection, drying of skin, and irritation, pain, and discomfort
- Flammability (vapors can explode from cell phone or static electricity sparks)
- Tendency to be consumed by some people (especially minors) as an intoxicant



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