

Not All Hand Sanitizers are The PURELL® Brand

THERE ARE REASONS WHY NOTHING BEATS THE ORIGINAL



While the options are many, not all hand sanitizers are the same. It's times like now

when it becomes clear that offering employees, customers, and guests access to an experienced brand backed by science, high standards, and a commitment to quality is more than a luxury – it's a necessity. Especially in restaurants, grocery stores, convenience stores, and other foodservice establishments.

As the inventors of hand sanitizer, we have been leading the world to a new way of keeping hands clean since 1988. PURELL® hand sanitizers are built on decades of scientific research, innovation, and rigorous testing. Safe, effective, and proven in the most critical moments – it's a difference you can feel.

Powered by the Right Formulations

Hand sanitizer is regulated by the FDA as an over-the-counter (OTC) drug and we treat our production process with the seriousness this classification deserves by assuring compliance to all FDA requirements. Within our labs, trained formulation scientists carefully select high quality ingredients and materials, with sustainability in mind and while reducing and eliminating chemicals of concern.

The CDC recommends using an alcohol-based hand sanitizer that contains **at least 60% alcohol** when soap and water are not available, while the FDA warns about 1-propanol and methanol alcohols. The active ingredient in our hand sanitizers is



ethyl alcohol, which kills 99.99% of germs that may cause illness¹ – sourced only from suppliers who offer ethyl alcohol suitable for OTC drug products.

The right volume and type of alcohol is critical, but we don't stop there. Our well-formulated products not only kills germs on hands, we select inactive ingredients to ensure they: **maintain skin health** – even in high-frequency settings; **evaporate quickly**; and **provide a pleasing sensory experience**, from consistency, to color, smell, and feel. In addition, our hand sanitizers always contain a denaturant to deter misuse. Together, each ingredient works in harmony.

We are proud our products have acquired reputable certifications from third-party review, including [Cradle to Cradle Certified™](#).



Providing guests, customers, and employees hand sanitizer that works and that they

feel great about using



Every PURELL® hand sanitizer formulation strictly considers:



Antimicrobial Efficacy
Our products work harder to kill the most germs



Skin Health
Our products help maintain or improve skin's condition



Touch and Feel
Our products are enjoyable to use

In public spaces, like restaurants or grocery stores, people are now expecting to find hand sanitizer – and are actually using hand sanitizer in these settings **2X MORE** than in the past.² What used to be seen as an amenity now is considered essential by many. Having the #1 brand of hand sanitizer used in hospitals³ will send a powerful message at your establishment:

The Lowest Efficacious Dose of a Hand Sanitizer

The fact is, unless your employees and customers are applying the right amount of product to their hands, it may be having little to no sanitation effect. PURELL® Advanced Hand Sanitizer exceeds FDA healthcare personnel handwash requirements with just 1 pump of 1.1 milliliters of product.⁴



Sensible for the Retail Foodservice Environment

A hand sanitizer can impact an entire experience around food, where all senses factor in. If unpleasant, the result could be that employees and guests feel more hesitant to sanitize in the future. PURELL® hand sanitizers are light, refreshing, and low-fragrance, with no stickiness left behind – all while being safe and effective to use when handling food.



Seen as Much More Than a Means to Sanitize

The PURELL® brand is universally recognized and trusted by people like guests, customers and employees for providing effective protection from germs.⁵ By having PURELL® products prominently accessible, a foodservice establishment shows they care about:

-  **Cleanliness**
-  **Health**
-  **Well-Being**

A properly placed PURELL® Hand Sanitizer dispenser likewise sends an important visual reminder to perform hand hygiene at key moments, like before eating.

89%

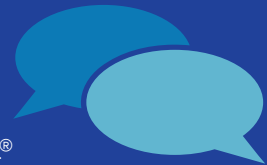
of people surveyed said that seeing PURELL products signals that the restaurant has a concern about the health and wellness of customers.⁶







94%

of employees have a more positive impression of their employer when PURELL products are offered.⁷

Make a Confident Hand Sanitizer Decision:

Now that you know what makes the PURELL® brand different, here is a helpful list of questions to consider before choosing a hand sanitizer:



-  Is the brand one that employees and guests know and trust?
-  Is testing conducted to ensure skin health after frequent use?
-  How many doses (pumps or dispenses) does it take to kill 99.99% of germs?
-  What third-party certifications has the hand sanitizer's brand earned?
-  Is the hand sanitizer made with a commitment to safety and sustainability?
-  How many decades of experience does the manufacturer have in hand sanitizer?

1. Bioscience Laboratories, Inc., Efficacy - Time Kill, 091106-201, 19 October 2010 2. Based on average use reported in public places, car, home, and at work comparing 2019 to April 2020. GOJO Industries, Inc., Internet survey, Market Research Report 015-096 North American Consumer Heightened Germ Awareness Wave 3, April 2020. 3. GOJO Industries, Inc., Market Research - External Market Research, Hall and Partners PURELL Brand Research 2017 (006-079), 1 September 2017. 4. Bioscience Laboratories, Inc., ASTM E 1174 Health Care Personnel Handwash, 111016-101 phases 1 and 2, 19 March 2012 5. GOJO Industries, Inc., Market Research - Internal Market Research, 015-063, 7 April 2015 6. Action Based Research, Market Research, 010-023, May 2016 7. GOJO Industries, Inc., Market Research - External Market Research, 010-023 Casual Dining Employee/Guest Usage & Attitude Survey, 28 May 2016

