



WHY PURELL® HAND SANITIZER IS THE RIGHT CHOICE

COVID-19 has created unprecedented demand for hand sanitizer, causing many to choose products based on availability. But between bulk hand sanitizer concerns and a surge of unsafe products in the market, the risks to human health and safety are amplified. Now is the time to return to best-in-class products.

Here are the drivers for key markets to best position PURELL hand sanitizer in the current climate.



SAFETY

K-12, Acute, Dental

Products that don't compromise.

- Our products are gentle, effective, and rooted in science, so everyone can focus on what matters most.
- Some bulk hand sanitizers lack consistent labeling and end-user access to product information. Lot numbers and expiry information can be difficult to track. The PURELL brand is committed to product transparency and is backed by decades as an industry leader.

- Refillable dispensers can be easily tampered with and intentionally contaminated. They also make it difficult to manage and document compliance with cleaning and sanitizing protocols.
- Several of our hand sanitizers are now Cradle to Cradle Certified™ Gold – the world's most advanced standard for safe, circular, and responsible materials and products.
- Our formulations take into consideration those who have sensitive skin or allergies.



EFFECTIVENESS

Foodservice, Grocery, C-Store, Food Processing, Long-Term Care, Physician's Office

Formulation impacts performance and quality.

- Use of bulk hand sanitizers leads to the mixing of products and product lots, which can compromise integrity and stability.
- PURELL dispensers, refills, and formulations are designed to work together, which helps to limit human error.
- PURELL® Advanced Hand Sanitizer exceeds FDA healthcare personnel handwash requirements with just 1.1 milliliters of product¹ – equal to one dose from our dispensers.

- Our scientists have strict requirements for our ingredients and select them specifically so that the formulation is perfectly balanced, creating a difference you can feel.
- Durable, thoughtfully designed dispensers help ensure effective formulations are available where they are needed most.
- Since we invented hand sanitizer in 1988, we have continued to be a global leader in science and formulation advancements.



IMAGE

Foodservice, Professional, Grocery, C-Store

Offering peace of mind in uncertain times.

- The PURELL brand is universally recognized and trusted as a way to provide safe and effective protection from germs,² which helps users feel confident.
- 88% of survey respondents said that having PURELL products available improves their overall shopping experience.³
- The PURELL brand lets businesses take credit for all the things they do to maintain a clean, high-quality facility.

- Offering PURELL products signals to guests, customers, visitors, and employees that you care about health and well-being.
- Choosing products, like PURELL hand sanitizer, that undergo third-party reviews demonstrates high standards and shows a business cares about quality and well-being.

1. Bioscience Laboratories, Inc., ASTM E 1174 Health Care Personnel Handwash, 111016-101 phases 1 and 2, 19 March 2012.
 2. GOJO Industries, Inc., Market Research, 015-063, 7 April 2015.
 3. Taylor Research, Market Research 009-019, January 2016.