



# Breakthrough Hand Soap Innovation from the Brand You Trust Most

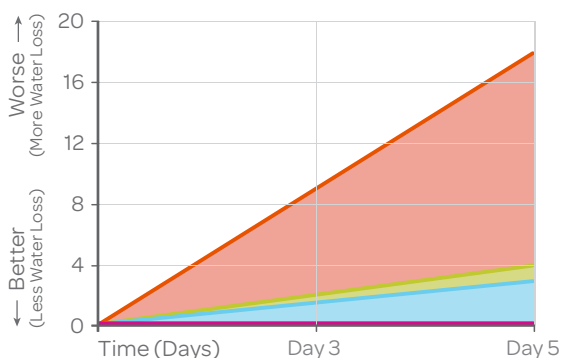
## PURELL® Healthcare CRT HEALTHY SOAP™ High Performance Foam

Maintaining healthy skin is critical for healthcare workers, as healthy skin is cleaner skin. Our revolutionary new soap, PURELL® Healthcare CRT HEALTHY SOAP™ High Performance Foam, sets a new standard for soap performance. CRT™ High Performance Soap removes more than 99% of biofilm and germs, without the use of the two most common skin irritants – antimicrobials and preservatives.<sup>1,2</sup>



### SKIN MOISTURE BARRIER INTEGRITY\*

As measured by Transepidermal Water Loss versus Baseline  
Less Water Loss = Healthier Skin



— PURELL Healthcare CRT HEALTHY SOAP™ High Performance Foam  
— Top Selling Non-Antimicrobial Foam Soap  
— Negative Control  
— Positive Control (Based on 12 handwashes per day)

### Healthy Hands are Cleaner Hands

Formulated for dry, sensitive skin, CRT™ High Performance Soap is better for skin than regular soap<sup>3</sup>.

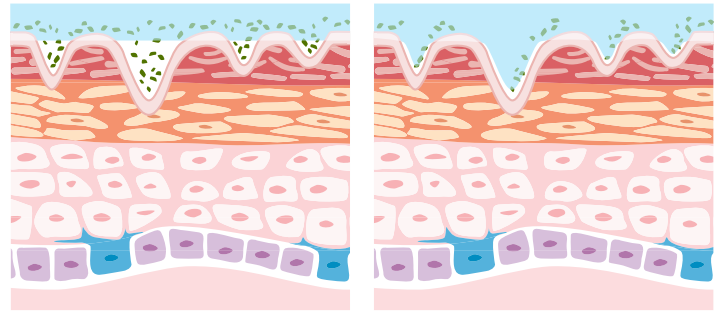
- **Cleaner Ingredients** – Free of harsh preservatives, antimicrobials<sup>4</sup>, parabens & phthalates
- **Biobased Content** – Meets USDA biobased criteria for handwash<sup>5</sup>
- **Clinically Proven** – Helps to maintain the skin's natural moisture barrier\*
- **Water Conservation** – Saves an average of 15,000 gallons per year in a 500-bed hospital<sup>6</sup>



## Enhanced Soap Performance

Designed to optimize cleaning power, CLEAN RELEASE™ Technology cleans deeper. Here's how:

- **2X Lower** – CLEAN RELEASE™ Technology lowers the soap's interfacial tension<sup>9</sup>, improving its ability to spread at the skin's topography, allowing it to **better remove soils & germs**.
- **Better Wash Experience** – **95% preferred** over regular soap<sup>8</sup>



### Regular Soap<sup>3</sup>

Higher interfacial tension prevents regular soap from reaching into crevices where soil and germs may hide.

### High Performance HEALTHY SOAP®

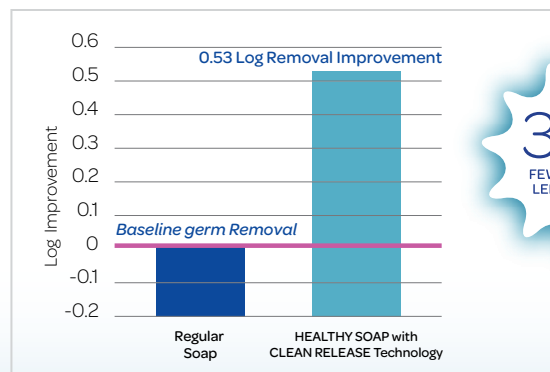
CLEAN RELEASE™ Technology with 2X lower interfacial tension lifts and washes away more than 99% of soil and germs.<sup>1,2,9</sup>

## Soap that Works Better

CLEAN RELEASE™ Technology helps soap work better and remove more than 99% of soil & germs.


- **3.4X Fewer Germs** – CRT™ High Performance Soap lifts & washes away germs better than regular soap<sup>2,10</sup>
- **32% Better Cleaning** – Removes **32% more biosoil** than regular soap<sup>1</sup>

## Germ Removal on Dry, Irritated Skin



A 0.53 log removal improvement on dry, irritated skin compared to regular soap.<sup>11</sup>

Washing with soap and water is one of the most important steps to prevent the spread of germs.<sup>7</sup>

| Hand Soap  | ES4<br>1200 mL | ES6<br>1200 mL | ES8<br>1200 mL | Bottles<br>535 mL | ADX™<br>1200 mL | LTX™<br>1200 mL |
|--|----------------|----------------|----------------|-------------------|-----------------|-----------------|
| PURELL® Soap Dispenser – White   | 5030-01        | 6430-01        | 7730-01        | –                 | 8820-06         | 1920-04         |
| PURELL® Soap Dispenser – Graphite  | 5034-01        | 6434-01        | 7734-01        | –                 | 8828-06         | 1928-04         |
| PURELL® Healthcare HEALTHY SOAP® High Performance Foam  | 5085-02        | 6485-02        | 7785-02        | 5775-04           | 8870-03         | 1970-02         |

\*GOJO Skin Care Science Study #2017-03-110573.

1. Augustine Scientific, Newbury OH, Ex Vivo Soil Removal Analysis, August 5, 2017
2. BioScience Laboratories, Inc., Bozeman, MT, Study# 170398-101, Evaluation of In-Vivo Germ Removal, July 5, 2017.
3. All references to regular soap are based on our top-selling non-antibacterial soap.
4. Does not contain an AM soap active ingredient.
5. Beta Analytic, Inc. ASTM D6866-16 Method B (AMS) Biobase Content Beta-464684 May 9, 2017.
6. GOJO Industries, Inc., 2017-07-110599 PURELL Healthy Soap CRT Rinse and Sustainability Study, 19 July 2017.

7. Sept 2, 2016 FDA News Release -

- <http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm517478.htm>
8. GOJO Industries Inc, Study 2017-08-110608 Healthy Soap CRT Foam and Lather Study August 2017.
  9. Augustine Scientific, Newbury OH, Surface and Interfacial Rheology Analysis, June 30, 2017.
  10. BioScience Laboratories, Inc., Bozeman, MT, Study# 1707304-101, Evaluation of In-Vivo Germ Removal, August 22, 2017.
  11. GOJO Industries Inc, Akron OH, Evaluation of handwashes for germ removal from ex vivo skin, Study # EV-2017-002, August 15, 2017.

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