



HELPS KILL GERMS FOR 4 HOURS

BRIANWHITNEY, INC.
MAKING EVERY DAY SAFER

Germs are everywhere. But now germs have met their match. Within the first 15 seconds, Zytrel goes to work killing 99.99% of germs on contact and continues to help kill germs for up to 4 hours, without inhibiting natural flora (your bodies natural good bacteria). Zytrel XP products complements or exceeds the Center for Disease Control (CDC) standards for Clean Han Hygiene.

WEST NYACK, NY—January 1, 2010—The first extended protection antimicrobial products were introduced today to consumers Zytrel XP (available for selected institutional purchasing through: <http://www.BrianWhitneyInc.com>). This triclosan-free, premium multi-hour antimicrobial hand sanitizer arrives for health facilities who work with rehabilitation patients and patients with disabilities just in time for flu season.

Trusted in hospitals and by healthcare providers, it is the first in a line of antimicrobial products to safely offer extended protection by killing germs for up to four hours. While nothing is a substitute for washing hands with soap and water, the CDC recommends using a hand sanitizer throughout the day when washing hands with soap and water is not practical or possible.

Zytrel XP helps battle the germs of flu season and holiday travel and gatherings.

Zytrel XP helps minimize the risk of spreading infectious diseases through cross contamination. All Zytrel XP products are clinically proven to kill 99.99 percent of germs in as little as 15 seconds and are the only group of sanitizers that provide safe, long-term hand hygiene and protection of up to four hours. The products work by forming an antimicrobial matrix – a thin film that continues to kill germs, helping to provide extended protection against cross contamination, the leading cause of infection.

Zytrel XP products allow good bacteria and flora – the organisms that help the body's immune system function properly – to grow on the user's skin. Already trusted by the medical profession and widely distributed in hospitals across the country, Zytrel XP brings hand-sanitizers to the 21st Century, killing germs for up to four hours, rather than its leading competitor, which fights germs only 15 seconds at a time. The Zytrel XP products are based upon patented technology

owned by Columbia University.

“Zytrel XP has already proven indispensable in the front-line battle against infections and cross contamination in medical facilities where patients are constantly at risk of spreading infections and life-threatening germs,” said Mabel Ampofo, Director of Nursing, Union Plaza Care Center. “Zytrel XP has given our employees confidence in knowing they have extra level of protection as they help their patients, without having to deal with the alcohol-rash, an itchy, burning redness commonly associated with traditional alcohol-based sanitizers. The availability of Zytrel XP for care providers brings the best protection available to Americans as they go throughout their days and come in contact with germs.”

About Zytrel XP

Zytrel XP is the first complete regimen of antimicrobial products to safely offer extended protection for up to four hours. Killing 99.99 percent of germs in as little as 15 seconds, Zytrel XP forms an antimicrobial matrix, a thin film, that continues to kill germs for up to four hours while allowing flora – the organisms that help the body’s immune system function properly – to grow on the user’s skin. Zytrel XP works long past the point of evaporation and helps the skin retain moisture, allowing users to avoid red, irritated and dried-out skin which often results from repeated application of hand sanitizers. The products are based upon patented technology owned by Columbia University.

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