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## **AN OPEN LETTER TO PARENTS, STUDENTS, SCHOOL ADMINISTRATORS, & HEALTH CARE OFFICIALS**

**November 8, 2007**

**re: MRSA School Scare**

Every day brings new reports of students becoming infected – and in some cases dying – of MRSA (methicillin-resistant staphylococcus aureus), a potentially lethal form of staph infection that's easily acquired in public schools, universities and colleges. The most prominent symptoms include skin abscesses and/or infections.

While MRSA is more pervasive within health care facilities and attacks those with low immune systems, children and young adults in school and public environments are equally susceptible, as the bacterium is spread easily through skin-to-skin contact, open cuts, abrasions, and contact with contaminated surfaces.

On October 16, the US Center for Disease Control (CDC), reported 94,360 MRSA infections and 18,650 MRSA deaths in 2005, more than the number of AIDS-related deaths in the same year. Most experts expect that once tallied, MRSA-related statistics for 2006 and 2007 will prove to be considerably higher.

Even more disturbing, officials representing the CDC, the country's foremost source of information for best hand hygiene practices, have acknowledged that's its recommendations, first published in 1996 and specifically intended for health care institutions, have not been updated with regard to the use of rinse-free hand sanitizer products.

Although the CDC actually cautions against the use of alcohol-based products in particular situations, it remains steadfast by exclusively promoting alcohol-based sanitizers as the alternative to soap and water; all despite the fact that in recent years, equally effective and altogether safer, alcohol-free (non-flammable and non-toxic) hand sanitizer technologies have been developed and introduced to the market place.

Selective, and responsibly manufactured alcohol-free sanitizers have proven to be not only as efficient in killing MRSA and other common germs and viruses, but certain of these products remain effective longer, kill bacteria that alcohol cannot, and safer to use in any environment.

Most importantly, given that schools, universities, and licensed day care facilities throughout the country have been outright banning alcohol-based products due to their inherent dangers and noxious side effects, including skin irritations and risk of infection when exposed to open cuts, the current MRSA outbreak has created a dangerous conundrum for students, teachers, parents, and our communities.



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The good news is that MRSA, and most other easily transmitted germs and viruses can be avoided with simple precautionary steps. The most essential include frequent hand washing with soap and water, and proper bandaging of cuts and abrasions. But when washing with soap and water isn't readily convenient, appropriate hand sanitizing products should be applied.

### Alcohol-Free Hand Sanitizers -- The Popular Choice

Our product is called Soapopular®; and includes a full line of independently tested, alcohol-free, rinse-free, and fragrance free foaming hand sanitizers. First introduced to the Canadian marketplace three years ago in conformance with strict medical and food compliant guidelines, Soapopular® is FDA-registered and now available throughout the US and worldwide.

We're passionate about the quality of our product, and we're determined that alcohol-free is the most logical and most pragmatic hand sanitizing alternative. **We're ready to put our resources into your hands, and offer a national proposition.**

- We invite any official school administrator or licensed day care facility to contact us via our website, or our toll free hotline and receive complimentary case(s) of Soapopular® alcohol-free hand sanitizer for use throughout your organization.\*
- We invite all proactive national corporations or local businesses to work with us in sponsoring the delivery of dispenser-based hand sanitizing solutions to schools in the communities that you serve.

Soapopular® is dedicated to promoting responsible hand hygiene practices and helping to eliminate the spread of MRSA. We're determined to keep our schools and workplaces protected, and our kids safe.

Be popular by staying healthy. Contact us to learn more.

The Board of Directors  
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\*Subject to availability, and terms and conditions displayed at [www.SoapyUSA.com](http://www.SoapyUSA.com) for additional information, product samples and interview requests please contact [dna\\_public\\_relations](mailto:dna_public_relations@914.925.2300) at 914.925.2300 or [info@dnapublicity.com](mailto:info@dnapublicity.com)

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