



**Q. Why Soapopular® brand alcohol-free, rinse free, fragrance free hand sanitizers vs. traditional alcohol-based products such as those made by Purell, GermX and other marketers?**

A. Soapopular® alcohol-free foaming application delivers the same, and in certain cases, better germ killing efficacy when compared to typical alcohol hand sanitizers. And, unlike 99.9% of the hand sanitizers sold within both consumer and institutional settings, *Soapopular® doesn't introduce dry and irritated skin.* Soapopular® acts as an Antiseptic, and its Hypoallergenic. On the other hand, alcohol-based products present the possibility of infection if applied to open cuts or abrasions; for kids or adults, this is a sensation that is Not Popular.

**Q. What is the Soapopular® primary ingredient?**

A. Soapopular®'s active ingredient is Benzalkonium Chloride (aka BAC), long considered by medical professionals for being one of the safest organic compounds. BAC has been used for the past 40 years in a wide variety of consumer and health care related products.

**Q. Why is Soapopular® better than alcohol-based products?**

A. Soapopular has proven effective at not only killing 99.9% of commonly transmitted germs and viruses within seconds, but more importantly- *Soapopular® brand alcohol-free products kill germs that alcohol-based products cannot*, including C. difficile, a hospital-acquired virus that leads to septic shock and causes death in more than 10% of those that are exposed to it.

**Questions and Answers**

**A.** Greater Effectiveness. Alcohol-based products lose their effectiveness within seconds of being applied to the skin; once they've dried out in your hand, they stop working. Soapopular® remains active well after being applied and leaves the skin feeling soft. Soapopular® is an antiseptic, and also hypoallergenic, benefits not included with alcohol-based products.

**A.** Safer For Kids. Alcohol-Free, Rinse Free, Fragrance Free Foaming Soapopular® is non-toxic and not dangerous for kids or adults (when properly applied).

**Q. Does Soapopular® contain Soap?**

A. No.

**Q. Is Soapopular® better than antibacterial soap?**

A. Independent lab tests have demonstrated that Soapopular® is more effective against bacteria than any other antimicrobial active ingredients found in these soaps.

**Q. How often should Soapopular® be used?**

A. As frequently as you like.

**Q. Will Soapopular® stain floors, carpets, fabrics or other surfaces?**

A. Nope. And Soapopular® won't cause nail polish to be removed either. Alcohol-based products are infamous for staining, and, as widely known throughout the hospital industry, *alcohol hand sanitizers, when dripped on to the floor, actually breakup floor wax*; is that what you want to put into your hands?

**Q. Does Soapopular® damage jewelry?**

A. No.



## Questions and Answers

### **Q. Why do we say Alcohol-Based Products Are Bad?**

**A.i.** Toxic. According to a report published by American Association of Poison Control Centers, in 2006 there were approximately 12,000 incidents of alcohol poisoning directly attributed to alcohol-based hand sanitizers. Not Popular.

**ii.** Flammable. You don't need to test this at home to appreciate the fact that alcohol gels, foams and sprays are flammable. A quick search on YouTube.com will reveal any number of very creative ways in which kids, teens and others are repurposing alcohol hand sanitizers. It's no wonder that the FDA, the CDC, EPA and other government agencies all insert warnings into their respective documents cautioning against where and how alcohol-based (and fragrance-based) cleaning and sanitizing products should be used.

**iii.** Risk of infection. That's right—alcohol-based hand sanitizer products can actually introduce infection, including when applied to open cuts.

### **According to the Chief Medical Officer of Kalamazoo County, Michigan:**

*"..I don't know why we always seem to stress alcohol -based hand sanitizes. It may be to keep public education easier/ less complicated.... I personally don't like them because I have eczema and it really dries and inflames my skin (increasing my risk for infection!)...."*

**Q. Why does the Centers for Disease Control and public officials recommend alcohol-based gels when washing with soap and water isn't available, and make little mention of alcohol-free products that have come to market in**

### **recent years?**

**A.** As recently as October 2007, in the midst of the most recent MRSA outbreak in schools across the country, officials from the CDC stated "*CDC hand hygiene guidelines have not been updated since first being published in 1996, and that these guidelines were intended exclusively for institutional health care settings (hospitals).*"

These same officials have also stated that "*for those reading the complete 50 page document, the guidelines specifically caution against using alcohol-based hand sanitizers in a variety of settings.*"

### **Q. So why doesn't the CDC update their recommendations to take into account newer, alcohol-free hand sanitizer technologies??**

**A.** The same officials at CDC have stated "*..we don't perform research, and even though there are different alcohol-formulations on the market, there are also different alcohol-free formulations and we don't have the resources to review them all; we can only tell people to do their own research before purchasing a product.*"

### **Q. Under what circumstances and settings should Soapopular® be used?**

**A.** First and foremost—we adamantly recommend frequent hand washing with proper soap and water as the primary means to best protect yourself and your children against the spread of germs and viruses. With respect to MRSA and similar bacteria, we also strongly recommend proper bandaging of open cuts and abrasions.

But we all know that washing with soap and water isn't always convenient, and



we all know that germs and bacteria can be transmitted in virtually any type of environment—whether merely standing next to someone on a bus, shaking hands in a business meeting, or simply touching an object.

There are hundreds of circumstances that can expose you to commonly transmitted bacteria, germs, virus and fungi, and Soapopular® can help protect you when a sink with soap and water isn't immediately accessible.

**Q. What specific settings will Soapopular® be ideal for?**

Traveling via public transportation  
Sports stadiums and arenas  
Movie theatres  
Public restrooms  
Shopping malls  
Supermarkets  
Tourist Attractions  
Cruise Ships  
Office environments  
Business conferences  
Escalator handles  
Door handles  
Playground and sports equipment  
Touching computer keyboards  
Public phones/friend's phone  
Restaurants (silverware, glassware)  
Arcades and entertainment centers  
Construction sites  
Battle fields  
First aid kits  
Camping and Hiking

**Q. What happens if Soapopular® is accidentally ingested?**

A. Soapopular® is non-toxic, but in such circumstances, we recommend contacting a health care professional or local Poison Control Center for guidance.

**Questions and Answers**

**Q. What size dispensers is Soapopular available in?**

A. 1.1oz, 3.4oz, (airplane compliant) 8.45oz, 18.5oz, 1 Gal refill containers and a selection of wall-mount dispensers—appropriate for schools, offices and health care venues.

**Q. How much does it cost?**

A. MSRP for the most popular consumer sizes 3.4oz and 8.45 oz is \$3.49 and \$5.49, respectively. Cost per dime-sized application equates to less a penny per day; a tiny investment to help keep you protected against potentially dangerous germs and viruses.

**Q. Where can Soapopular® be purchased?**

A. At leading retailers throughout the United States, including select Target locations; in Canada and a continuously increasing number of EU countries. Soapopular® can also be purchased on-line via [www.SoapyUSA.com](http://www.SoapyUSA.com)

**Q. Does Soapopular® provide special discounts for educational facilities and non-profits?**

A. Of course. Schools and charitable organizations enjoy 30% discounts vs. listed retail price, regardless of the order size.

**Q. Who can I contact for more information?**

A. Simply call toll free 888 703-7941 and a Soapy Sanitizing Squad Member will be happy to assist you.

Or email MGS Soapopular via [mgs@mgsмата.com](mailto:mgs@mgsмата.com)