

Epoch® Antiseptic Hand Sanitizer



Positioning Statement

Epoch® Antiseptic Hand Sanitizer is a waterless hand washing gel that instantly kills 99.99% of the most common germs and bacteria on contact.

Concept

Cleanses hands on the go. Keep one in your purse, briefcase, desk drawer—even your pocket—for those times you can't get to a sink. Containing lavender, which was used by many early Roman, Greek, and European civilizations for its cleansing effects, Epoch® Antiseptic Hand Sanitizer kills 99.99% of the most common germs and bacteria. Unlike other formulas, it is nondrying and doesn't damage nail polish.

Target Audience

For men, women and children of all ages who want clean hands anytime. Great to use in any situation, especially when traveling, visiting sick people, holding babies and children, enjoying outdoor recreation, or whenever an individual desires instant cleanliness and protection against germs.

Product Claims

- Effectively disinfects hands without drying skin.
- Provides immediate protection by killing 99.99% of the most common germs and bacteria.
- Convenient, waterless hand wash.
- Safety-allergy-dermatologist tested.
- A donation of \$0.25 from each Epoch® product sold goes toward the Nu Skin Force for Good Foundation™ a nonprofit organization committed to creating a better world for children by improving human life, continuing indigenous cultures, and protecting fragile environments.

Key Ingredients

- **Lavender**—a plant recognized and used for centuries by early Roman, Greek, and European civilizations for its cleansing properties. Because cleanliness and well-being were considered very important, especially by upper class societies, lavender was commonly used in wash water to promote body and hand cleanliness.
- **Honey Suckle**—an emollient used for its skin softening benefits.
- **Alcohol**—an active ingredient required to meet OTC drug specifications to instantly kill germs and bacteria.

Usage/Application

Place a generous amount in one hand. Spread on both hands, applying liberally to all parts of hands. Rub gently until dry.

Demonstration

Opening a bottle of Epoch® Antiseptic Hand Sanitizer in public and sharing it with others is a perfect way to demonstrate its use and talk about its effectiveness. Ideal times to do this are when traveling, visiting sick people, holding babies and children, participating in outdoor activities, or in any situation where someone might want instant cleanliness and protection against germs.

FYI

Epoch® Antiseptic Hand Sanitizer is not just for hands. For example, makeup artists use it to clean their brushes between uses. It can also be used to sanitize telephones and other common germ breeding grounds, especially during cold and flu season.

Complementary Products

- **Antibacterial Body Cleansing Gel**—this specially formulated gel fights odor-causing germs and bacteria, and is enriched with aloe to keep skin soft and comfortable while fighting germs and odor. Use daily in the shower or bath, and also at the sink

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for regular hand washing. When away from home, keep Epoch® Antiseptic Hand Sanitizer with you to continue the fight against germs.

- **Body Bar**—a cleansing bar for the whole family that washes away impurities in the bath or shower. Featuring a light grapefruit scent, Body Bar leaves skin fresh and clean and works well as a companion to Epoch® Antiseptic Hand Sanitizer. Use Epoch® Antiseptic Hand Sanitizer in waterless situations to keep hands clean and free of germs.

Frequently Asked Questions

Why doesn't Epoch® Antiseptic Hand Sanitizer make your hands dry like other hand sanitizers?

Epoch® Antiseptic Hand Sanitizer contains honeysuckle extract and natural emollients to help condition the skin.

How long does the protection of Epoch® Antiseptic Hand Sanitizer last?

Epoch® Antiseptic Hand Sanitizer kills 99.99% of bacteria on contact. However, it does not protect your skin from ongoing re-infection over time. For this reason, we recommend that you reapply Epoch® Antiseptic Hand Sanitizer whenever you want your hands to be clean such as before eating, or after using the restroom.

What else can Epoch® Antiseptic Hand Sanitizer be used for?

Epoch® Antiseptic Hand Sanitizer can be used to sanitize almost anything. Our makeup artists use it to clean their makeup brushes. In the office, it is used to sanitize phones. It's especially good to use during cold and flu season. Epoch® Antiseptic Hand Sanitizer works on almost anything that can be sanitized (be sure to test product in a small area for compatibility before applying to a large area).

What bacteria was Epoch® Antiseptic Hand Sanitizer tested against?

It was tested against the bacteria strains E. Coli, Pseudomonas, Staphylococcal Aureus, and Klebsiella.

Ingredients

Active Ingredient: 62% w/w Ethanol.

Other Ingredients: Water, Lavender (Lavandula Angustifolia) Oil, Honeysuckle (Lonicera Japonica) Extract, Chlorphenesin, PEG-40 Hydrogenated Castor Oil, Carbomer, Aminomethyl Propanol, Fragrance.