

**Value Prop:** Protect your fabrics from unwanted microorganisms

**Key Benefits:**

- Reduces the risk of bringing unwanted microorganisms home
- Eliminates microorganisms that cause odors
- Fabrics smell clean
- Easy to use - don't have to change the way you do laundry

**Allowable Claims:**

- Uses EPA-approved BIOSAFE® antimicrobial fabric technology
- Hypoallergenic and 100% free of perfumes and dyes
- Eco-friendly and safe for all machine-washable fabrics, including infant clothing
- Simple to use - just pour into the fabric softener port
- One capful protects entire load
- Temporary - must be used each time laundry is done to have the protection

**Target Audience:**

- **Primary:** Healthcare professionals
- **Secondary:**
  - People who work out
  - People who have children

**How it Works:**

- Pierces the micro-organism - like popping a balloon
- Therefore microorganisms don't develop resistance
- Underlying chemical: BIOSAFE Antimicrobial from Gelest
- BIOSAFE is a quat salt
- Quat salts have been used for 60 years as a disinfectant

**Key Properties:**

- Subject to Federal law - FIFRA - and the treated articles exemption that says we can only make claims about preserving the fabric (e.g., protecting from microorganisms that cause odors and degradation)
- The product CANNOT protect people (the wearer or others) from disease - causing microorganisms and we CANNOT imply that it does or we will be subject to fines from the FDA for marketing an illegal drug
- Must always use the disclaimer if we say the word "Antimicrobial": Wash all garments thoroughly after each use. Garments treated with Certainty SmartBoost antimicrobial laundry additive do not protect users or others against bacteria, viruses, or disease organisms. Always follow all best practices for infection prevention.

