



The world's first kids' hand soap that changes colors to signal little washers their hands are clean.

The Challenge

Every day we transmit millions of infectious germs through touch. In fact, each year 60 million people in the U.S. will contract influenza and an astounding 76 million will contract food poisoning due in part to improper hand washing:

- Every 10 years the flu mutates, creating a stronger strain that causes a more serious outbreak
- During a bad outbreak, as many as 20% to 50% of the people in an area can become sick
- Spreading infections on a national level is considered an epidemic; spreading infections on a global level is considered a pandemic
- Pneumonia is a secondary infection from the flu, which is now the 7th leading cause of death in the U.S.
- In 2006, a study conducted in part by the Institute for Healthcare Improvement and the U.S. Centers for Disease Control and Prevention found that less than 50% of hospital staffs are practicing proper hand washing
- Hospital infections affect 2 million patients and cause approximately 80,000 deaths per year.

The Truth about Antibacterial Soap

Contrary to what many believe, antibacterial soaps are no more effective at killing germs than are regular soap and water. According to numerous sources including the Mayo Clinic, using these soaps may lead to the development of bacteria that resists antimicrobial agents — making it even harder to kill these germs in the future.

What do the Experts Recommend?

According to the Centers for Disease Control and Prevention, the American Academy for Pediatrics, the American Medical Association and the Institute for Healthcare Improvement and a host of other organizations, scrubbing with soap for 20 seconds and rinsing with water is a best practice to loosen and remove bacteria from your hands, therefore significantly reducing the spread of infectious disease.



Reducing the Spread of Germs is Now in the Palm of Your Hand

Unfortunately children get the flu most often, along with many other illnesses, since the top breeding ground for germs is in our schools. The question becomes: how do we introduce proper hand washing to children in a way that they'll actually put into practice? Introducing Color Me Cleaner, the only kids' hand soap that changes colors to signal little washers their hands are clean. Special color-bursting beads create the world's first soap to fully change its color after 20 seconds—the length Experts recommend to effectively kill germs. By introducing the visual cue of a color change, even very young children can master proper hand washing techniques. Burst the beads to a better clean!

Product Safety and Testing

All ingredients are purchased from one of the world's largest and most respected natural sourced specialty chemical suppliers. Market leaders within the soap, shampoo, and conditioner manufacturing arena utilize this supplier due its industry-setting standards and excellent reputation for safe, effective ingredients. Additionally, Color Me Cleaner is pleased to provide the highest standards as evidenced by:

- Efficacy testing
- Material Safety Data Sheet (MSDS)
- Micro-testing, resulting in a 99.999% purity factor
- Stability testing





Differentiators

The obvious differentiator is the fact that this is the only soap of its kind specifically designed to turn the mundane process of handwashing into an event. However, the less conspicuous differentiator is that every effort has been made to include soothing, natural ingredients to protect the hands against dryness that sometimes results after hand washing. For example:

- Shea butter provides skin softening moisture
- Gentle surfactants are used to reduce harshness
- Natural plant extracts infuse the soap with a pleasant refreshing fragrance
- Only the top natural products are sourced to provide the greatest value

Our Intention



We recognize the critical need to provide consumers with an effective tool to combat the spread of contagious illness. To that end all aspects of product development are built on the core purpose of changing consumer behavior to improve the health and well being of everyone who uses the hand soap. The initial product launch targets children but the secondary launch targets adults who can also greatly benefit from the soap. In addition to residential markets, we plan to target commercial markets with emphasis on hospitality, healthcare, food service and educational facilities.