

FOR IMMEDIATE RELEASE

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NEW LINE OF HAND HYGIENE PRODUCTS WILL NOT ONLY PROTECT, BUT SOOTHE SKIN FOR DENTAL PROFESSIONALS

HACKENSACK, N.J. – Hand hygiene has received a lot of public attention in recent years, fueled by the H1N1 pandemic and fear of “superbugs” such as MRSA. According to the Centers for Disease Control and Prevention, the number-one way to prevent the spread of infection is hand hygiene. The message to healthcare workers is direct and unwavering: Wash your hands, a lot.

But for dentists, hygienists and office staff, the price for frequent hand hygiene is often chronically dry and irritated hands.

To combat this problem, Sultan Healthcare is introducing Moist SURE™—a new, complete line of hand hygiene products designed exclusively for dental practices. The line offers professional-level protection, but without the irritating side effects of frequent hand washing. Moist SURE will be introduced at the end of February at the Chicago Dental Society’s Midwinter Meeting. The product line consists of...

Moist SURE Liquid Sanitizer – A powerful, 63% isopropyl alcohol sanitizer that’s clinically proven to moisturize as well as a lotion. It is the only brand for dental practices that kills MRSA and VRE in five seconds.

Moist SURE Foaming Sanitizer – A 62% ethyl alcohol foaming sanitizer that’s as effective as 4% chlorhexidine gluconate surgical scrub, yet so gentle it keeps skin hydrated for up to two hours after application.

Moist SURE Lotion Soap – A smooth and soft antimicrobial healthcare personnel handwash that contains .5% triclosan. Its clinically mild formulation has a pleasant, light fragrance.

Moist SURE Foaming Soap – A clinically mild, foaming healthcare personnel handwash with .75% triclosan. Its performance is comparable to a 4% chlorhexidine hand soap.

Moist SURE Lotion – A skin conditioner with long-lasting moisturizing effect, even through several hand washes.

Moist SURE Automatic Dispenser – A touch-free, contained dispensing system that minimizes cross contamination. (For use with both Moist SURE Lotion Soap and Moist SURE Liquid Sanitizer.)

“Time and again, dental professionals I speak to complain about dry, cracked skin from having to wash their hands so often,” said Tim Lorencovitz, product manager for Moist SURE. “They don’t realize, though, that hand hygiene products they buy at the grocery store are not designed for the high frequency use of a healthcare professional... and their hands are paying the price.”

What makes Moist SURE unique, according to Lorencovitz and the products’ substantial clinical data, is that it offers the efficacy dental workers need, but without the drying effects of many products available on the market. Moist SURE soaps and sanitizers meet FDA proposed requirements for a healthcare personnel handwash. In addition, all products have been clinically tested for mildness to the skin—with Moist SURE Liquid Sanitizer having moisturization properties equal to that of Vaseline® Intensive Care Hand Lotion.

“In essence, you have all the protection of an alcohol-based sanitizer, but in a formula that’s proven to moisturize as well as a hand lotion,” said Lorencovitz. “The feedback we’re getting is extremely positive. People can feel a difference as soon as they put it on their hands.”

For those who have to scrub and sanitize all day for their jobs, that’s welcome news.

Free samples of Moist SURE are available at www.MoistSUREsample.com. The entire Moist SURE line is available exclusively through dental dealers. Moist SURE is just one of Sultan Healthcare’s complete cycle of infection prevention products, designed to help protect dental workers before, during and after patient treatment. To learn more, visit www.sultanhc.com.

[Caption for group shot of products]

Sultan Healthcare’s new Moist SURE line of hand hygiene products is being released later this month through dental dealers. The products provide professional-level protection, in formulas clinically proven to be mild to the skin. This will minimize the common complaint from dental workers that their hands are overly dry from frequent hand washing.

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