

NEWS RELEASE

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Greener Hand Sanitizers Standard Enters the Market The EcoLogo™ Program releases its first standard for Hand Sanitizers With USDA's BioPreferredSM Support

PHILADELPHIA February 17, 2010 – Hospitals, restaurants and even dental offices now have a new way to green their operations and health and safety practices at the same time. EcoLogo, North America's most established multi-attribute environmental leadership standard and certification mark, is proud to announce the launch of its first standard for Hand Sanitizers, also known as instant hand antiseptic products.

“Hand Sanitizers is a new product category for EcoLogo and this new standard will allow purchasers to select hand sanitizing products with reduced environmental and health impacts,” says Scot Case, Vice President of TerraChoice, manager of the EcoLogo Program.

When soap and water is unavailable or when additional precaution is necessary, instant hand antiseptic products help reduce the number of microorganisms on skin. The EcoLogo certification will help identify which of these types of products are greener than the rest.

An important aspect of the Hand Sanitizer certification is the requirement of biobased content. EcoLogo certification of these products follows the minimum biobased content standards set by the U.S. Department of Agriculture's (USDA) BioPreferred program.

“BioPreferred is proud to support the well-respected EcoLogo on the announcement and promotion of their new environmental standard for hand sanitizers,” says Kate Lewis, BioPreferred's Deputy Program Manager. “Adding biobased content as an aspect — a requirement — to EcoLogo's multi-attribute product standard validates biobased product developments and sets the stage for more rigorous formulation of both biobased and conventional hand sanitizers in the years to come.”

Based on a review of currently available lifecycle information, the product category requirements will produce an environmental benefit through a substitution for less harmful raw materials, a reduction of environmental hazards, and an increase of product packaging recyclability. As an example of the specific requirements for raw materials in this standard, at least 73% of the total weight of the carbon in the product formula must be biobased.

This standard for EcoLogo certified instant hand antiseptic products is focused on the “away from home market,” which encompasses healthcare and food service facilities, in addition to all other instances away from a personal residence.

For a copy of the EcoLogo Hand Sanitizer standard and to learn more about how to certify instant hand antiseptic products against this standard, please visit www.ecologo.org.

About EcoLogo™:

EcoLogo is a third-party, multi-attribute eco-labeling program approved by the Global Ecolabelling Network, an international association of eco-labeling programs, as meeting the ISO 14024 standard. EcoLogo was established in 1988 and today is one of the most recognizable eco-labels in North America. For more information, visit www.ecologo.org.

About BioPreferredSM:

BioPreferred is a USDA-led initiative to increase the purchase and use of biobased products. Biobased products are composed in whole or in significant part of biological ingredients – forestry materials or renewable agricultural materials (including plant, animal, or marine ingredients). USDA identifies more than 4,500 biobased products in 42 product categories as “BioPreferred designated” products. For more information, visit www.biopreferred.gov.

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