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NEWS RELEASE

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**New PURELL® Brand HEALTHY SOAP® With CLEAN RELEASE™ Technology –
A Breakthrough Advance In Non-Antibacterial Soap**
*NEW FORMULATIONS REMOVE MORE THAN 99% OF DIRT AND GERMS WITHOUT AN
ANTIBACTERIAL; ARE FREE OF HARSH PRESERVATIVES; 90% BIOBASED;
AND RINSE FASTER TO SAVE WATER*

AKRON, Ohio (Sept. 12, 2017) – GOJO announced today at the International Sanitary Services Association (ISSA) Trade Show in Las Vegas, NV, the introduction of PURELL® brand HEALTHY SOAP® with CLEAN RELEASE™ Technology. The new breakthrough CLEAN RELEASE™ Technology boosts soap performance with its novel surfactant system that reaches deeper into skin’s cracks and crevices to gently remove more dirt and germs than regular soap. Formulated for dry and sensitive skin, the new soaps are also free of the most common causes of severe skin irritation.

“Harsh preservatives and antibacterial ingredients are the leading cause of severe skin irritation,” said Dr. Matthew Zirwas, board-certified dermatologist specializing in occupational and contact dermatitis. “I see patients every week with severely damaged skin caused by these irritants. It is a true breakthrough for a soap to be free of these ingredients and still be a high performing product for critical settings, such as healthcare, foodservice, education and office buildings.”

CLEAN RELEASE™ Technology soaps are free of harsh preservatives, antibacterial ingredients, parabens and phthalates. The new soaps are the greenest GOJO soap formulations, with 90 percent biobased content far exceeding the 64 percent standard for biobased handwashes. They rinse faster and cleaner, saving an estimated 6 gallons per refill compared to regular soap.

“Our GOJO scientists have set a new standard for mildness, wash experience and product performance,” said GOJO Chief Science Officer Srini Venkatesh. “With our years of experience and our collaboration with Dr. Zirwas, we developed a breakthrough formulation that is remarkably mild, contains no harsh preservatives or antibacterial ingredients, removes over 99 percent of dirt and germs and carries the trusted PURELL® brand name. These soaps also remove dirt and foodservice soils more than 30 percent better than regular soap. GOJO is a market leader in hygiene solutions for skin and surfaces through a relentless pursuit for world-class formulations, engineering and design to solve real human problems.”

HEALTHY SOAP with CLEAN RELEASE Technology is part of the PURELL SOLUTION™, a complete set of products to more holistically fight the spread of illness-causing germs in a facility. It includes PURELL® Hand Sanitizer, PURELL® Brand HEALTHY SOAP® products, PURELL® Hand Sanitizing Wipes, PURELL® Surface Disinfectant and PURELL ES8 Dispensing Systems. These products are scientifically formulated for no-trade-off protection, so facility managers never have to choose between providing products that are effective and products people feel great about using.

For more information on the PURELL SOLUTION™ go to www.PURELLSOLUTION.com.

About GOJO

GOJO Industries, which was started more than 70 years ago in Akron, Ohio, is committed to creating a healthy environment for everyone. The GOJO Purpose of Saving Lives and Making Life Better Through Well-Being Solutions drives every decision the company makes, from the products they deliver to the way employees work.

The GOJO story is one of entrepreneurship and innovation. Notable inventions include the first waterless heavy duty hand cleaner; the first portion-controlled soap dispenser; PURELL Instant Hand Sanitizer; PURELL Surface Sprays, and our latest inventions, PURELL Brand HEALTHY SOAP® products with CLEAN RELEASE™ Technology and PURELL® ES8 Dispensing Systems with energy on the refill.

GOJO is a Family Enterprise headquartered in Akron, Ohio, with US operations in Cuyahoga Falls and Wooster, Ohio, and global operations in the United Kingdom, France, Australia, Japan, Mexico, Canada and Brazil.

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