



Press Release

Natalie Violi
Henkel
480-754-5442

FOR IMMEDIATE RELEASE

Additional information and images available upon request

Does Antibacterial Soap Work? At Least One Really Does.

Revealing study of germ transfer proves that not all soaps are alike – Dial Complete® is different.

Scottsdale, Ariz., March 6, 2008 – Hand washing is well recognized as the primary defense against infection and illness. As a matter of fact, people wash their hands an average of 8 to 10 times a day, even more if dealing with food, children, or equipment. This raises the question of whether all soaps work equally well in the fight against germs and helping people stay healthy. The extraordinary results of a new study sponsored by The Dial Corporation, a Henkel company, which were just published in the prestigious, peer reviewed Journal of Food Protection, prove that not all hand soaps are alike in their performance. In fact, this first of a kind, real-world study showed that Dial Complete® Antibacterial Foaming Hand Soap's patented antibacterial formula helps protect people from significantly more illness-causing germs than ordinary soap.

Dial's method compared washing with Dial Complete® containing Activated Triclosan™ Technology to washing with a plain liquid soap. The hands of the participants were first contaminated with the bacteria *E. coli*, which was selected since it is commonly associated with foodborne illness, and previous studies have correlated the quantity ingested to the probability of illness. The participants' hands were then either washed with Dial Complete® soap or a plain liquid soap. They then handled melon balls and measured the quantity of bacteria transferred from the washed hands to the melon balls.



The results were nothing short of remarkable. The Dial Complete® hand wash was significantly better than plain soap and water at eliminating bacteria from the hands. Furthermore, compared to plain soap and water, the Dial Complete® hand wash was up to 30 times more effective in reducing the bacterial transfer from the hands to the melon balls. Based on published infection dose rates for *E. coli*, washing with Dial Complete® soap could reduce your risk of disease by 45 percent over washing with a plain liquid soap.

The study concluded that the hand soap people choose can mean the difference between staying healthy or falling prey to illness or infection. To find out more, refer to the complete study *Effect of Hand Wash Agents on Controlling the Transmission of Pathogenic Bacteria from Hands to Food* by G.E. Fischler et al, published in Journal of Food Protection, Vol 70, No. 12, 2007, pages 2873-2877.

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel operates in three business areas – Home Care, Personal Care, and Adhesives Technologies – and ranks among the Fortune Global 500 companies. In fiscal 2007, Henkel generated sales of 13.074 billion euros and operating profit of 1,344 million euros. Our 53,000 employees worldwide are dedicated to fulfilling our corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel. In North America, Henkel markets a wide range of well-known consumer and industrial brands, including Dial® soaps, Purex® laundry detergents, Right Guard® antiperspirants, got2b® hair gels, and Loctite® adhesives.

www.henkelna.com

###