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Contact: Deb Fiebig
SPARK Advertising
(920) 725-9460
debf@startaspark.com

FOR IMMEDIATE RELEASE

BARBICIDE® PRODUCTS HELP BILLION-DOLLAR SALON INDUSTRY REDUCE THE SPREAD OF INFECTION

MRSA and Staph infections pose real danger to customers and employees.

Milwaukee, WI (July 19, 2009) – These are considered the “super bugs” of the salon industry. MRSA (Methicillin-Resistant Staphylococcus aureus) is a common bacteria that can live for long periods of time on solid surfaces. Because it mutates frequently, it has become resistant to all routinely used broad-spectrum antibiotics. Worse yet, it easily spreads and, in extreme cases, can even lead to death.

According to the Centers for Disease Control and Prevention, infections caused by MRSA have doubled in less than 10 years. And incidents are becoming more common in environments outside of the healthcare arena. That means today’s salon customers could leave with more than great-looking nails or a stylish haircut...they could walk out the door with a serious infection.

Bacteria are not the only culprits. Viruses and fungi can also lead to severe medical issues. Salon patrons have suffered infections, hepatitis, loss of nails and other health problems after receiving manicures, pedicures and hair services at salons that don’t properly disinfect their workstations and equipment.

Bacteria can be found just about anywhere—under fingernails, on the skin, manicure table, tools, chairs, keyboards, phones and computers. From common bacterial infections like Staph to life-threatening MRSA, germs are everywhere. MRSA are very widespread bacteria that live on the skin and in the nose of healthy people without doing harm. However, they can cause infections if they enter the body through a wound or contaminated instrument.

Viruses such as Hepatitis B and C, HIV and H1N1 are disease-causing agents that are smaller than bacteria. These germs live on hard, dry surfaces such as manicure tables, workstations or shampoo bowls. As a result, they can be easily spread from client to client.

In April, the World Health Organization raised the pandemic alert for H1N1 to phase 5, warning that a pandemic is imminent. While researchers in the United States are taking steps to crack the genetic code of the H1N1 virus outbreak in order to produce a vaccine,

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salons are beefing up their disinfecting and sanitizing procedures using new products from King Research. The company's latest disinfecting products to reduce the spread of infection include Barbicide® Wipes Disinfecting Towelettes and Barbicide® Bullets Hard Surface Disinfectant.

Unwashed hands and unsanitary instruments lead to a variety of bacterial, viral and fungal infections. Salons can significantly reduce these risks by following simple prevention guidelines:

- Disinfect common-use surfaces
- Disinfect all personal contact items
- Sanitize linens
- Cover open wounds/sores
- Avoid touching areas with open wounds/sores or poor skin integrity
- Use antibiotics only when necessary and prescribed
- Complete any course of antibiotics that is prescribed

For 62 years, barbers and hairstylists have trusted the signature blue Barbicide® solution to clean and disinfect their combs, scissors, razors and other hair- and nail-cutting tools. Barbicide products are EPA-approved hospital-grade disinfectants that safely kill harmful bacteria in just minutes on any nonporous surface. Today, more than ever before, Barbicide remains the global leader in salon disinfection.

For more information on Barbicide products and King Research, visit www.barbicide.com, or call 1-800-222-8160 or (414) 977-1449. Check out Barbicide at Cosmoprof North America, Booth D-13188.

About King Research

Founded in 1947, King Research is the global leader in disinfecting and cleaning solutions for salon professionals. Known for their distinctly blue Barbicide® disinfectant solution, the company continues to grow with their new Barbicide product line including Wipes, Hand Sanitizer and Bullets, as well as Ship-Shape® Professional Surface Cleaner. Headquartered in Milwaukee, Wisconsin, King Research reported more than 30 percent growth from 2006 to 2008, with future plans to expand their business in healthcare, agriculture and education.

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