

# BARBICIDE.

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## **FOR IMMEDIATE RELEASE**

### **BARBICIDE® LAUNCHES NEW WEB SITE**

*Company adds enhanced resources to better educate salon professionals and cosmetology schools.*

**Milwaukee, WI (July 19, 2009)** – King Research, the makers of Barbicide disinfectant solution, announces the launch of their new Web site, [www.barbicide.com](http://www.barbicide.com). The newly enhanced Web site is part of an overall rebranding effort—Be Blue—designed to provide expanded product information and educational resources on disinfection. The Web site goes live today and hopes to serve a broad audience of salon and spa owners, salon professionals and cosmetology schools, as well as the general public. The redesign incorporates Barbicide’s signature blue color with bold sophisticated images and new navigation tools. The site is organized to provide quick and direct access to more content on the company’s products, partners and education resources.

Among the new features to the Web site, the “Learning Center” will provide salon pros with in-depth information on education, training and certification. It will also appeal to the general public who may know little about the importance of disinfection and may be browsing the Internet for the latest information.

The new Web site will be updated regularly with new information and will make Barbicide’s extensive resources accessible to a global online audience of both professionals and general visitors.

“Online visitors will now experience a more electrifying view of Barbicide and the wide-ranging resources we have available,” said Alan Murphy, the company’s president. “We have streamlined access to our content, making visits to Barbicide more exciting and informative than ever.”

For more information on Barbicide products, visit [www.barbicide.com](http://www.barbicide.com), or call 1-800-222-8160 or (414) 977-1449.

#### **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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