

# BARBICIDE.

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

## FOR IMMEDIATE RELEASE

### **BARBICIDE® INTRODUCES NEW PRODUCTS AT COSMOPROF NORTH AMERICA 2009**

*Company expands Barbicide and Ship-Shape® product lines to provide maximum disinfection in salons and spas.*

**Milwaukee, WI (July 19, 2009)** -- King Research, known for their signature blue Barbicide disinfecting solution, has announced they will introduce a trio of new products at the Cosmoprof North America Show in Las Vegas, July 19-21, 2009. As the global leader in salon disinfection, the company continues to set the standard in cleanliness with three new product innovations—Barbicide® Hand Sanitizer, Barbicide® Wipes and Ship-Shape® Professional Surface Cleaner—designed to prevent the spread of infection and ensure a safer salon environment for millions of people.

**Barbicide Wipes Disinfecting Towelettes** are the quick and easy way to clean and disinfect most salon surfaces anywhere and anytime. Premoistened with 20 percent more disinfecting solution than the other brands, these handy single-use towelettes provide the same germ-fighting power as the hospital-grade blue Barbicide disinfectant. Compared to the competition, Barbicide Wipes have an EPA-approved contact time of two minutes to eradicate harmful bacteria and viruses like H1N1, Staphylococcus aureus, AIDS, Hepatitis B and C, Herpes Simplex Virus Types 1 and 2, and HIV-1. Made with thick, high-quality fabric, each durable wipe measures 6 inches x 6.75 inches to remove stubborn product buildup and dirt from any nonporous surface such as chairs, sinks, computers and phones. To disinfect, simply wipe a surface, let air dry and throw the dirty wipe away. To disinfect heavily soiled surfaces, pre-clean surface with a fresh wipe. Barbicide Wipes are available in convenient 42- and 160-count dispensers.

Simple hand washing is one of the most effective ways to stop the spread of germs—whether you are at a salon or at home. When hand washing is not an option, **Barbicide Hand Sanitizer** is the best alternative and kills germs in less than 30 seconds. Just one to three pumps and you reduce your risk to harmful viruses, bacteria and fungi that cause many types of illnesses—including the common cold and H1N1. The extra gentle, alcohol- and fragrance-free formula is enriched with moisturizing emollients, so it will not dry or irritate hands, leaving them silky smooth and germ-free. Barbicide Hand Sanitizer is available in three convenient sizes—1.7 ounces, 8 ounces and 1 liter.

-More-

# BARBICIDE.

For salon owners who want to spend less time and money on cleaning products, **Ship-Shape® Professional Surface Cleaner** easily wipes away sticky residue from hair spray, gels, lotions and dirt on a wide variety of salon surfaces. The convenient all-purpose spray spotlessly cleans and sanitizes mirrors, glass, workstations, furniture and appliances like ceramic flat irons and curling irons. No muss or fuss—just spray and wipe for a streak-free finish on chrome, vinyl and plastic surfaces. Ship-Shape cleaner is the quick and economical way to remove styling product buildup throughout the salon. Ship-Shape is available in a handy 32-ounce spray bottle.

In addition to the company's three new products, Barbicide will also unveil new packaging for their **Barbicide® Bullets Hard Surface Disinfectant**. Each package features one box of six (2-ounce) bullets of Barbicide concentrate, plus a free 32-ounce spray bottle. Salon owners will save on storage space and their bottom line using the bullets, and still get the industry best disinfecting power of the EPA-approved hospital-grade blue Barbicide formula.

For more information on Barbicide disinfecting and cleaning products, visit [www.barbicide.com](http://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.

###