

PRESS RELEASE

Heidenheim, 14 November 2018

Sterillium again chosen as “Brand of the Century”

The hand disinfectant Sterillium was yet again selected as “Brand of the Century” for the year of 2019. The award ceremony and public announcement was held at Palais Frankfurt on the evening of 14 November on the occasion of the launch of the book “Brands of the Century—German Standards in 2019”.

Initiated by the publishing house Tempus Corporate, a company of ZEIT Verlag, the award honours brands that are representative of their whole category. Since its market entry as the world’s first alcohol-based hand disinfectant in 1965, Sterillium has been synonymous with hand disinfection and repeatedly sets new standards in hygiene.

The best of the best among the German brands is selected according to strict criteria, such as the age of the brand, development of a family business, internationality or part of the everyday language.

Here, Sterillium scores in several categories: the classic revolutionised hand hygiene and set standards in efficacy and skin tolerability. Millions of users rely on the safety and quality of a product, the efficacy of which is not visible to the naked eye. Sterillium’s acceptance in Germany’s clinics—where it is the undisputed number one*—demonstrates how strong the hand disinfectant is in combating the invisible and dangerous pathogens. Every year, the Sterillium products are applied four billion* times around the globe.

The classic of hand disinfection has long evolved into a comprehensive product family. Only just recently, Sterillium Protect & Care was launched and with that a product range for consumers who can benefit from the high quality of the professional Sterillium products at home and when travelling.

Gian Carlo Sciuchetti, Managing Director of the supplier BODE Chemie, a wholly-owned subsidiary of PAUL HARTMANN AG, is convinced that the winning formula is the combination of “active research, high quality and a profound understanding of the users’ needs”, creating the foundation for innovative solutions that will continue to promote infection protection.

* by turnover: GfK 2018 Disinfection market clinics, last update: 06/2018

** based on the production volume in 2016 and an application volume of 3 ml per hand disinfection procedure

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Use disinfectants carefully. Always read the label and product information before use.

Obligatory texts according to the German Act on the Advertising of Medical Products (HWG)

Professionals

Sterillium: *Active substances:* Propan-2-ol, propan-1-ol, mecetronium etilsulfate. **Composition:** 100 g solution contain: *Active substances:* Propan-2-ol 45.0 g, propan-1-ol 30.0 g, mecetronium etilsulfate 0.2 g. *Other ingredients:* Glycerol 85 %, tetradecan-1-ol, fragrances, patent blue V 85 %, purified water. **Areas of application:** For hygienic and surgical disinfection. For skin disinfection prior to injections and punctures. **Contraindications:** Not suitable for the disinfection of mucous membranes. Do not use in the immediate proximity of the eyes or open wounds. Hypersensitivity (allergy) to one of the ingredients. **Side effects:** Slight dryness or irritation of the skin is uncommon. In such a case, it is recommended to intensify general skin care. Allergic reactions are rare. **Warning:** Sterillium must not be used in neonates and premature infants. Only use electrical equipment after complete drying. Do not bring into contact with open flames. Do not use near sources of ignition. Flashpoint 23 °C, flammable. When preparation is used as directed, risks of fire and explosion are not to be expected. In case of spilling the disinfectant the following measures have to be taken: clean up the solution immediately, dilute with plenty of water, ventilate room, and remove sources of ignition. Do not smoke. In case of fire, extinguish with water, extinguishing powder, foam, or CO₂. Possible decanting must be carried out under aseptic conditions (clean bench).

BODE Chemie GmbH

Melanchthonstraße 27

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Consumers

Sterillium: *Active substances:* Propan-2-ol, propan-1-ol, mecetronium etilsulfate. **Areas of application:** For hygienic and surgical disinfection. For skin disinfection prior to injections and punctures. **Warning:** Sterillium must not be used in neonates and premature infants. Only use electrical equipment after complete drying. Do not bring into contact with open flames. Do not use near sources of ignition. Flashpoint 23 °C, flammable. When preparation is used as directed, risks of fire and explosion are not to be expected. In case of spilling the disinfectant the following measures have to be taken: clean up the solution immediately, dilute with plenty of water, ventilate room, and remove sources of ignition. Do not smoke. In case of fire, extinguish with water, extinguishing powder, foam, or CO₂. Possible decanting must be carried out under aseptic conditions (clean bench).

For risks and side effects, please read the leaflet and consult your doctor or pharmacist!

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