

PRESS RELEASE

Of interest to editors and journalists covering:  
Health and Fitness, Personal Safety, Family, General Interest, AZ News

Protect24 Makes Hands 'Lethal Weapons' Fighting Germs

New Protect24 hand sanitizer fights germs like a martial artist,  
lethal on contact, keeps on fighting

Phoenix, AZ - March 25, 2004 /Send2Press Newswire/ - FeelSafe America, LLC (www.feelsafeamerica.com) announced today the release of Protect24(tm), a new weapon in the war against infections, turning everyday activity to lethal hand-to-hand combat against viruses, bacteria and fungi. Protect24's recently patented active ingredient called Quamorsil(tm) delivers that powerful punch, actually bursting the germs rendering them dead or harmless.

(\* Photo: <http://www.feelsafeamerica.com/images/contentimages/bottle2.jpg> )

In the fight against germs, show no mercy. Protect24 antimicrobial hand sanitizer kills both viruses and bacteria on contact. One daily application combined with occasional washing turns hands into Kung Fu superstars, fighting infections around the clock, pummeling most germs that get in their way.

Safe for family use, studies and clinical research show that Quamorsil knocks out many viruses including flu, HIV, herpes, polio; bacteria such as salmonella, staph, strep, e coli; and skin infecting fungi. A detailed list with references and research results can be found at the FeelSafe America website.

Recent study findings published in the March 2004 issue, Annals of Internal Medicine show that the tested antibacterial products did not reduce the risk of viral infectious diseases in households that included essentially healthy persons, according to Elaine L. Larson, associate dean for research at the Columbia University School of Nursing, who led the research. Most common infections, such as colds, diarrhea and flu, are caused by viruses that are not targeted by antibacterial products.

According to an American Society for Microbiology study conducted last years ago, when people do sneeze or cough into their hands, only 45% of women and 23% of men say they always wash their hands. So it is no surprise that Eighty percent of infectious illnesses like colds and flu are transmitted by contact, according to Philip Tierno Jr., PhD, director of clinical microbiology and immunology at New York University Medical Center.

Protect24 reduces the risk of flu and other germ transmission by giving hands the fighting power to kill germs sprayed by a sneeze or contact with contaminated surfaces. Protect24, unlike antibacterial preparations and other hand sanitizers, keeps on working and does not come off after repeated hand washings.

Easily sprayed on hands, Protect24 with its patented antimicrobial ingredient, Quamorsil, dries silky smooth, leaving an invisible protective shield against germs, does not wash off, protects and moisturizes. Unlike other hand sanitizers that wash off and no longer protect after they dry, tests show Protect24 s stays on skin for up to 60 hours even after repeated washings.

FeelSafe America recommends using Protect24 once per day with normal hand washing to provide around the clock protection. Available at [www.FeelsafeAmerica.com](http://www.FeelsafeAmerica.com) as an 8oz and 2oz spray bottle package for \$19.99 and lasting over three months when used as recommended, Protect24 cost twenty cents per day, making it the best hand sanitizer buy available.

FeelSafe America LLC, located in Phoenix, Arizona, develops and markets personal hygiene, home cleaning and commercial products that deliver around the clock germ killing action and long lasting antimicrobial protection

against a wide range of infectious or harmful bacteria, fungi and viruses.

Protect24 and Quamorsil are trademarks of FeelSafe America LLC. Quamorsil is a trade name for a patented formulation of quaternary ammonium organosilane that stays on the surface of skin until the skin cells are naturally replaced by the body in 50-70 hours.

For information or how to order, visit: <http://www.FeelsafeAmerica.com>

MEDIA CONTACT:  
Alan Hald  
of FeelSafe America LLC  
+1-602-315-8737  
Fax: 888-586-9731  
[ahald@feelsafeamerica.com](mailto:ahald@feelsafeamerica.com)

/Note to media:

Cited Research by Dr. Elaine Larson: [www.annals.org/cgi/content/full/140/5/321](http://www.annals.org/cgi/content/full/140/5/321)  
Hand Washing Survey 2003 ASM: [www.washup.org/page03.htm](http://www.washup.org/page03.htm) /

# # #

[ source of news = FeelSafe America LLC ]  
ref: [http://www.send2press.com/2archive/2004/pr\\_04\\_0325-feelsafe.txt](http://www.send2press.com/2archive/2004/pr_04_0325-feelsafe.txt)  
[http://www.send2press.com/2archivePDF/pr\\_04\\_0325-feelsafe.pdf](http://www.send2press.com/2archivePDF/pr_04_0325-feelsafe.pdf)

-----  
\*IMPORTANT NOTE TO MEDIA:  
to reach the organization releasing this news, please contact:  
[ahald@feelsafeamerica.com](mailto:ahald@feelsafeamerica.com) (media only)

If used for publication, please send specimen copy.

-----  
S2P-N/0c/ AZ / Phoenix, Arizona / Copr. (c) 2004 Send2Press.

This release was issued on behalf of the above organization,  
who is solely responsible for accuracy of content,  
by Send2Press(tm), a unit of Neotrope(R). <http://www.Send2Press.com>