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HandClens® Alcohol Free Hand Sanitizer Proven to Lower Classroom Absenteeism – Just What the Doctor Ordered this Cold and Flu Season!

Aliso Viejo, Calif. – September 12, 2007 – Another fall, another school year, another cold and flu season. For parents, this means the start of a vicious health cycle, as their kids go to school healthy, only to return home with a germ or virus that likely will spread through the entire family. Schools have addressed this problem by making instant hand sanitizers, such as Purell, readily available in and out of the classroom. But as recent news reports have shown, there is an even greater risk to kids who use these alcohol-based hand cleansers – flammability and toxicity. Enter HandClens®, the alcohol-free, non-flammable, non-toxic instant hand sanitizer that is scientifically proven to be a safer and more effective solution.

“The advent of instant hand sanitizers has long been established as an effective way to kill germs and stop the spread of disease between people - but these alcohol based solutions can be dangerous to children and adults,” said Dr. Kenneth Gerenraich, founder and CEO of Woodward Labs, the makers of HandClens. “To combat these concerns, we’ve developed alcohol free HandClens, which is not only safe for use by children and their parents, but also softens and protects hands.”

Available at select retail and convenience stores, as well as directly through the Woodward Labs website (www.woodwardlabs.com), HandClens is the only hand sanitizer available on the market that exceeds the Food and Drug Administration’s (FDA) effectiveness testing for antiseptic hand washes. Independent scientific studies demonstrate that the non-alcohol, patented formula behind HandClens consistently outperforms alcohol-based hand sanitizers, such as Purell, over multiple hand washings.

There’s No Disputing the Science Behind HandClens

While other hand sanitizers, both alcohol-based and alcohol-free, say they are effective at keeping germs at bay, only HandClens has the science to back up its claim of being the safest and most effective instant hand sanitizer on the market today.

Studies published in both the Association of Operating Room Nurses (AORN) Journal and the Journal of the American Podiatric Medical Association (JAPMA) demonstrate that HandClens is more effective at killing the bad germs (but not the good ones), while maintaining healthy skin.

Additionally, published reports in both the Journal of School Nursing (JSN) and the Family Medical Journal have reported as much as a 42% reduction in illness-absenteeism in schools that have instituted HandClens as part of an overall classroom hygiene program.

Embraced By California School Districts

Following numerous reports of alcohol poisoning among children who accidentally ingested traditional alcohol-based hand cleansers, many school districts around the country banned these products. Unfortunately, this ban meant that schools were without one of the most effective ways to maintain the health of students throughout the school year.

Other schools, however, including those in the Los Angeles Unified School District and the Moorpark Unified School District, have found a better and safer alternative. Unlike anti-microbial sanitizers, such as Purell, that have ethyl alcohol as an active ingredient, the patented formula behind HandClens effectively kills 99.99% of all disease causing germs in 15 seconds, while protecting the skin from dryness and irritation and without impacting its natural barrier functions.

"We simply cannot put our kids at the risk of alcohol poisoning and flammability. With HandClens we're at ease knowing that the children are using a product that is completely safe," comments Jim Dzwilewski, Director of Purchasing, Moorpark Unified School District. "Our aim is to keep our students and teachers healthy so that learning is not impeded by absenteeism due to illness. We feel strongly that investing \$2 per student per year in the HandClens product is a prudent decision."

Going Beyond The Product To Teach Proper Hand Hygiene In Schools

Recognizing the importance of gaining 100% compliance to effectively combat the spread of germs and other diseases in schools, the makers of HandClens created "Simple as **ABC**, 'Always **Be Clean**,'" a comprehensive education and resource manual designed to help teachers promote the importance of proper hand hygiene in a fun and engaging way. Targeted toward kids and adolescents throughout the K-8 level, the handbook is a complete, turnkey guide that provides parents, teachers and school facilitators with the tools to instruct kids how to combat germs and stop the spread of disease through a daily regimen of washing their hands and using a safe, alcohol-free hand sanitizer in between washings.

About Woodward Laboratories

Founded in 1992 by Dr. Kenneth Gerenraich, DPM, Woodward Laboratories is the first company to research, develop, manufacture, and market over-the-counter (OTC), topically applied antimicrobial products which kill fungi, bacteria, and viruses and are non-damaging to the skin and nails. By focusing on this core competency, the company has grown and established its world headquarters in Orange County, CA, an area rich in pharmaceutical, medical, and other life science industries. Today, the company's many products serve the consumer, beauty medical, veterinary, and institutional market places with antimicrobial products designed to provide a healthier way of living.

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