



**WHAT YOU NEED TO KNOW ABOUT GOLDSHIELD 24**

**MOST FREQUENTLY ASKED QUESTIONS**

**Q. Aside from our alcohol-free 24 hour hand sanitizer product being safer to use when compared to alcohol-based products, such as Purell, why use Goldshield 24 alcohol-free, rinse free, hand sanitizers vs. traditional alcohol-based products?**

**A.**

i. We believe that washing hands with the appropriate soap and water is the first line of defense. But we find ourselves in situations where washing with soap and water isn't convenient.

There are two choices to make when selecting a hand sanitizer. The alcohol-based gel, which is a flammable, toxic, and unpleasant smelling product, or alternatively, non-alcohol products such as Goldshield 24.

Goldshield 24 soft foam formula works better than alcohol-based gels; our alcohol-free formula is well-documented in its effectiveness at killing a wide spectrum of pathogens. Unlike alcohol-based products, our antiseptic formula provides long lasting protection, is non-irritating, the rinse-free antibacterial penetrates dirt (alcohol does not penetrate dirt), and alcohol stops being effective within seconds after application.

ii. Goldshield 24 is MORE COST EFFECTIVE than alcohol-based gels. This means that if comparing bottle sizes of alcohol-based sanitizer to non-alcohol, a 1.72 oz bottle of Goldshield 24 will last four times longer vs. alcohol based products. Why? Because alcohol based products lose their effectiveness within seconds after application, which requires repeated applications.

Unlike alcohol-based products within both consumer and institutional settings (Purell, GermX and others), Goldshield 24 does not dry out and irritate the skin. It does not remove the natural hand oils like the alcohol products do, which encourages regular use by healthcare professionals and patients.

iii. Goldshield 24 is non-flammable, non-toxic and PROTECTS the skin with its anti-microbial action for up to 24 hours with one simple application. On the other hand, alcohol-based products are notorious for destroying protective skin cells, they are potentially flammable, and they can cause infection, whether as a result of dry/irritated skin, or if applied to open cuts or abrasions. For both consumers and healthcare professionals, alcohol based products are unpleasant to use.

**Q. What are Goldshield 24's primary ingredients?**

**A.** Goldshield 24 is a unique blend of ingredients including the active ingredient being **Benzalkonium Chloride** (aka BAC), long considered by medical professionals for being one of the safest organic compounds. BAC has been used for the past 40 years in a wide variety of consumer and health care-related antiseptic and antibacterial products, including Bactine antiseptic, Johnson & Johnson's BandAid brand foaming antiseptic, and most spermicidal foams. Goldshield 24's Ingredients also include **3 trihydroxysilylpropyldimethyloctadecyl ammonium chloride** as a stabilizing agents, ( the Goldshield core formula) which when

combined with BAC provides a durable persistent self-sanitizing action. We also include a mild fragrance derived from grapes which acts as an additional biocide.

It should be noted that Quaternary amines (QACs) such as benzalkonium chloride are commonly used in small concentrations in hospitals, after-dinner skin wipes, skin disinfectants as well as in ophthalmic, cosmetic and food preservatives. The final report on the safety assessment of benzalkonium chloride has been issued by the CTFA (Cosmetic, Toiletry and Fragrance Association) and concluded that the compound is safe at concentrations of .5% and below in cosmetics applied to the skin, and safe at .02% for cosmetics used in the eye area. We use 0.1% in the Goldshield 24 formula.

### **Q. Why is Goldshield 24 better than alcohol-based products?**

**A.** While not a "drug" Goldshield24 is effective against a **broad spectrum** of commonly transmitted germs and **viruses** within seconds after contact. Independent studies have shown, under FDA approved protocols, that it continues to remain effective in killing germs and bacteria for up to 24 hours. Goldshield 24 kills a broad spectrum of common germs that may cause illness. Germ kill has been demonstrated in laboratory tests of common bacteria, including MRSA and viruses. **The FDA does not currently allow makers of instant hand sanitizers to make claims against specific types of pathogens due to FDA concern that consumers will presume that the particular illness caused by these germs will be completely prevented through use of the product. Because germs can be spread in a number of ways, no maker of these products can provide complete guarantees.** That said, we maintain that proper hand hygiene is one of the most important tools to prevent the spread of illness. While recognizing that proper hand hygiene is the best way to mitigate exposure to cold and flu, and the spread of germs, bacteria and viruses, the CDC and various other organizations recommend hand-washing or the use of appropriate hand sanitizer, when soap and water is not available. We also believe that "common sense" needs to be employed when selecting a hand rinse, and long term durability is a key to effective hygiene.

**B. Greater Effectiveness.** Alcohol-based products lose their effectiveness within seconds of being applied to the skin; Goldshield 24 remains active well after being applied to the hands (or feet) and leaves the skin feeling soft. Goldshield 24 is both antiseptic and hypoallergenic; a benefit not included with alcohol-based products.

**C. Safer4Kids** - Alcohol-Free, Rinse Free, Dye Free and durable Foaming Goldshield 24 is non-toxic and not dangerous for kids or adults (when properly applied).

### **Q. Does Goldshield 24 contain Soap?**

**A.** No.

### **Q. Is Goldshield better than antibacterial soap?**

**A.** Independent lab tests have demonstrated that Goldshield 24's active ingredient is more effective against a broad spectrum of viruses and bacteria than any other antimicrobial active ingredients found in these soaps.

**Q. Can Goldshield 24 also be used on the feet (by those with "Athlete's Foot")?**

**A.**

Goldshield 24's active ingredient has been proven to kill or otherwise stop the spread of the *Tinea pedis*, fungus associated with Athlete's foot. No surprise therefore that Goldshield 24's ingredients are the same found in many products specifically focused on foot care. Further, many have observed that Goldshield 24 is effective at killing odors on the skin. It is now being used by the U.S. and British Special Forces while on extended patrols.

**Q. Where is Goldshield 24 manufactured?**

In the USA at FDA certified aseptic and pharmaceutical filling facilities that are continuously monitored.

**Q. Why does the US Centers for Disease Control (CDC) and, as a result, certain "local public officials", seem to "recommend" alcohol-based gels when washing with soap and water is not available, but these "experts" make little mention of safer, equally-effective, NON-ALCOHOL hand sanitizer products that have come to market in recent years?**

**A.** Since the late 1990's, instead of performing their own due diligence, most "experts" have simply deferred to the CDC's 50-page "hand hygiene guideline" for guidance on the topic of hand sanitizers. The CDC manual, initially written in 1996 exclusively for professional health care workers within hospital settings, does include caveats and cautionary statements with regard to the dangers of alcohol-based sanitizers, but merely provides a one-sentence reference to "emerging non-alcohol hand sanitizer alternatives." The CDC document, now 14-years old, downplayed focus on non-alcohol sanitizers and stated: "there is not enough current evidence with regard to non-alcohol products.."; despite the fact that most of those products were known to use active ingredients that conform to FDA monographs governing OTC antibacterial and antiseptic products.

**In September of 2009, the CDC issued a memorandum acknowledging that public schools and universities throughout the country have since come to their own conclusions re: the inappropriateness of alcohol-based sanitizers and CDC now admits that those conclusions have caused hundreds of schools to systematically prohibit/ban alcohol-based hand sanitizers, and to embrace non-alcohol hand sanitizing products. Worth pointing out to the reader, these decisions to ban alcohol hand sanitizers, and to embrace non-alcohol products have been made in the midst of one of the most publicized pandemics in modern history, H1N1.**

**The excerpt to CDC's memo:**

**Influenza may spread via contaminated hands or inanimate objects that become contaminated with influenza viruses. CDC recommends that students and staff be encouraged to wash their hands often with soap and water, especially after coughing or sneezing... If soap and water are not available, and if alcohol-based products are not allowed in the school, other HAND SANITIZERS THAT DO NOT CONTAIN ALCOHOL MAY BE USEFUL..."**

A small step for non-alcohol hand sanitizer makers, but a large step for a government agency that is as difficult to turn as a battleship in a gale.

[CDC Addresses Issue of Non-Alcohol Hand Sanitizers](#)

**Q. How often should Goldshield 24 be used?**

**A.** Once or twice a day or as frequently as you like.

**Q. Will Goldshield 24 stain floors, carpets, fabrics or other surfaces?**

**A.** No. And our products will NOT cause nail polish to be removed either. Alcohol-based products are infamous for staining, and, as widely known throughout the hospital industry, *alcohol hand sanitizers, when dripped on to the floor, actually break up floor wax*; is that what you want to put into your hands?

**Q. Does Goldshield 24 damage jewelry?**

**A.** No.

**Q. Why do we say Alcohol-Based Products Are Bad?**

**A.**

i. **Toxic.** According to a 2007 report published by the American Association of Poison Control Centers, in 2006 there were approximately 12,000 incidents of alcohol-poisoning directly attributed to alcohol-based hand sanitizers. Not Popular.

ii. **Flammable.** You do not need to test this at home to appreciate the fact that alcohol gels, foams and sprays are flammable. A quick search on YouTube.com will reveal any number of very creative ways in which kids, teens and others are re-purposing alcohol hand sanitizers. It's no wonder that the FDA, the CDC, EPA and other government agencies all insert warnings into their respective documents cautioning against where and how alcohol-based (and fragrance-based) cleaning and sanitizing products should be used.

iii. **Risk of infection.** Alcohol-based hand sanitizer products can actually introduce infection, including when applied to open cuts.

iv. **Dryness & Cracking of Skin.** It is well known and accepted that repeated use of alcohol hand sanitizers cause skin to dry out by removing the natural protective oils in your skin, and this eventually results in skin cracking.

v. **Social issues:** Kids and inmates have been known to drink alcohol base products.

**Here are basic facts, supported by more than a handful of truly independent studies:**

**vi. Repeated use** of alcohol-based hand sanitizer products reduces alcohol's effectiveness with respect to killing germs/bacteria. On the other hand, numerous studies that have compared residual efficacy of alcohol-based products to quaternary ammonium-based products have found that quats' efficacy *increases* with repeated application.

**vii.** Repeated use of alcohol-based sanitizers increases the risk of exposure of pathogens, simply because alcohol causes the skin to become dry/irritated. Dry/irritated skin is akin to a cracked windshield; the pesky pathogens slip through the cracks as easily as tiny bugs can squeeze into the cracked windshield.

**viii.** Quat-based hand sanitizer products have proven to be equally effective against a broad spectrum of pathogens (based on log rate), yet these products are safer to the skin, provided residual protection, and because they are water-based, these products break through any dirt on the hands, and delivery optimal antiseptic and antibacterial benefits.

Unlike alcohol-based products, the quat-based, non-alcohol formula ([those that use benzalkonium chloride](#)) do not require rinsing before or after application, and they won't destroy anything other than the pathogens (alcohol-based products are notorious for destroying industrial floor wax, paint, and materials).

**FDA Guidelines: To the best of our knowledge NO HAND SANITIZERS of ANY TYPE are classified as 'approved drugs' by the FDA.**

Despite the fact that the vast majority of other manufacturers and marketers of hand sanitizer products have incorporated text and key words within their website meta tags (including the website used by "Purell", the industry's largest manufacturer of alcohol-based sanitizers and the company with the largest lobbying budget), and each of those sites would seemingly be in violation of FDA guidelines, which restrict the claims associated with killing specific bugs. We necessarily will be adjusting what we are permitted to say on-line and what we are permitted to provide clients in terms of real data. We will take this action so no inferences would cause an uninformed person to draw an inappropriate conclusion with the regard to the efficacy and independent laboratory tests relating to our hand sanitizer product.

**Q. Under what circumstances and settings should Goldshield 24 be used?**

**A.** First and foremost we adamantly recommend frequent hand washing with proper soap and water as the primary means to best protect yourself and your children against the spread of germs and viruses. With respect to MRSA and similar bacteria, we also strongly recommend proper bandaging of open cuts and abrasions.

But we all know that washing with soap and water isn't always convenient, and we all know that germs and bacteria can be transmitted in virtually any type of environment whether merely standing next to someone on a bus, shaking hands in a business meeting, using a cell phone, typing on a keyboard, or simply touching an object.

There are hundreds of circumstances that can expose you to commonly transmitted bacteria, germs, virus and fungi, and rinse-free Goldshield 24 can help protect you when a sink with soap and water is not immediately accessible.

**Q. Aside from proper hand hygiene strategies that help to protect against cold and flu, and other communicable germs, bacteria and viruses, what specific settings, situations, and uses will Goldshield 24 dispensers be ideal for?**

**A. Fields of Use:**

Health Care (Hospitals, Nursing Homes, Dental, Clinics, Orthopedic Centers)

Schools & Universities

Day Care Facilities

Hospitality: Cruise, Restaurants, Hotels, Public Transportation

Sports Hygiene including lockers, stadiums and arenas

Institutional & Industrial Settings such as Convention Centers, Movie theatres, Playgrounds, Public restrooms, Shopping malls, Supermarkets, Office environments

Correctional facilities

Military

First aid kits, natural disasters, floods, water outages

Camps; Camping and Hiking

**Q. What happens if Goldshield 24 is accidentally ingested?**

**A.** Goldshield 24 is non-toxic, but in such circumstances, we recommend contacting a health care professional or local Poison Control Center for guidance.