

Busting Myths

Alcohol-Based Hand Sanitiser

Kleer by Castle



MYTH

All germs
are the
same

TRUTH

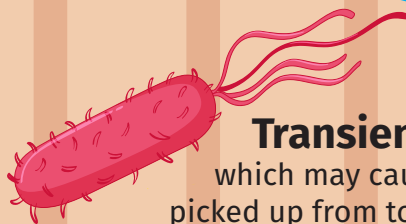
There are two
types of germs:
resident and
transient

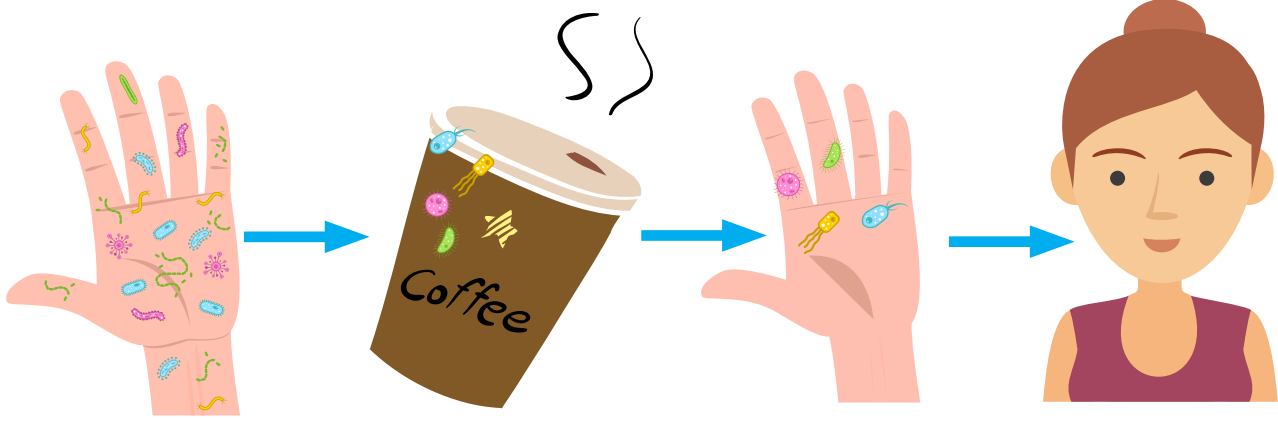
Resident Germs
are normal inhabitants
of the skin



Transient Germs

which may cause illness, are
picked up from touching items and
objects in your environment





Sick people spread the **germs**

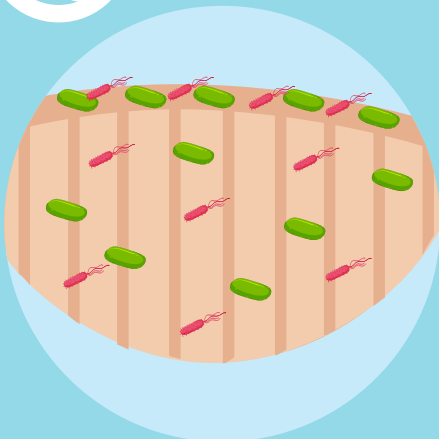
Healthy people pick up **germs** and get sick

MYTH

Kleer kills all the good germs on hands

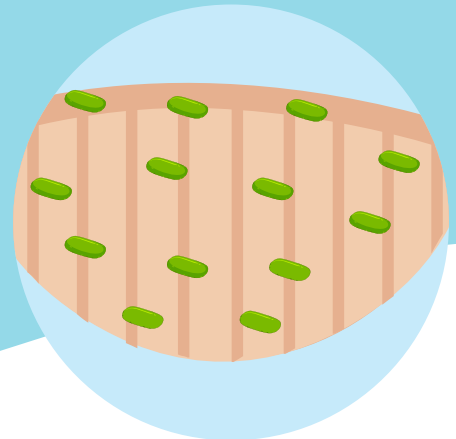
TRUTH

Kleer kills 99.99% of germs on the surface of your hands, however 'good' germs **Kremlin** deep within skin layers and quickly grow back.



Before

'Good' germs and **illness causing germs** live on the surface of skin. 'Good' germs also live deeper within the skin layers



After

'Good' germs remain deep within skin layers and quickly grow back

MYTH

Using hand
sanitiser creates
antibiotic
resistance or
supergerms

There is a lot of confusion
and some emerging concerns
around antibiotics and
antibacterial products today

TRUTH

Alcohol-based hand
sanitisers **DO NOT**
cause antibiotic
resistance or create
supergerms

These products are not the same



**Kler Alcohol-based
hand sanitiser**

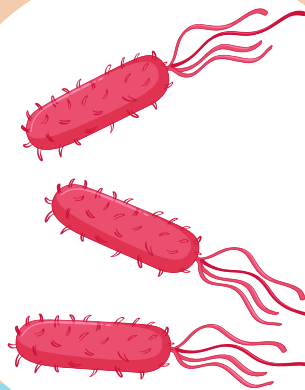


**Anti-bacterial
soap**

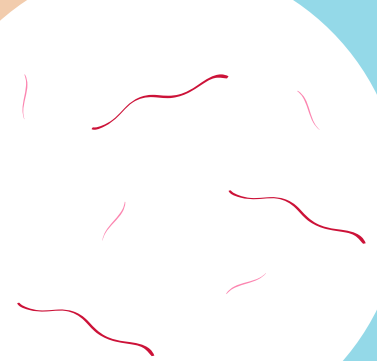


Antibiotics

Alcohol-based hand sanitiser
kills germs by **destroying
germ cell walls instantly** and
evaporates quickly so there's
no chance for germs to
become resistant



**Transient germs
BEFORE**



**Transient germs
AFTER**

MYTH

Alcohol-based and non-alcohol based products are the same

TRUTH

Experts like the **World Health Organisation** recommend alcohol-based hand sanitisers over any other type of sanitiser

MYTH

Alcohol-bases hand sanitisers contain triclosan

Alcohol is the active ingredient. If you are not sure, read the label!



TRUTH

Klear by Castle does NOT contain triclosan

MYTH

**Kleer by Castle
dries out hands**



TRUTH

Formulation matters.
Kleer by Castle
contains moisturisers
to maintain skin's
natural condition



'Solutions, Chemistry, Service'

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