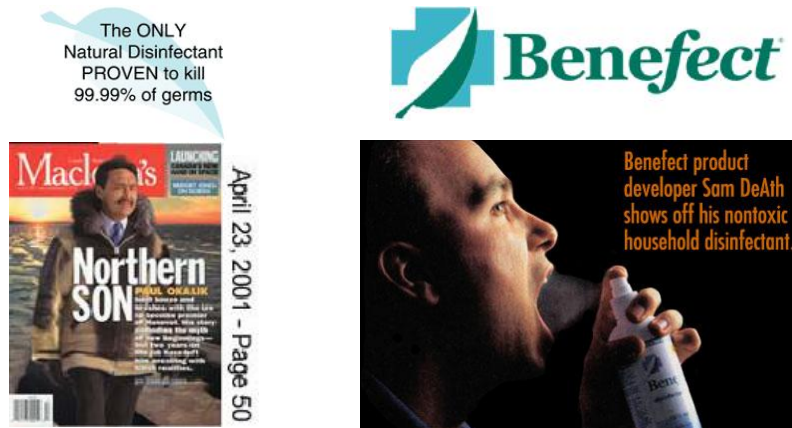


Organozoidz and Such

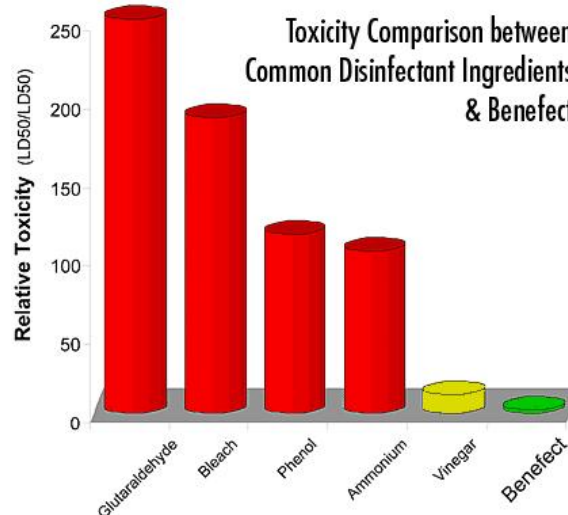


A Friendly Germ Killer

Like a lot of expectant couples, Sam DeAth and his wife worried whether their home in Hamilton, and all the household products in it, was safe for their soon-to-be-born son. So DeAth, a product developer whose mother has a line of botanical skin-care products, began thinking about a nontoxic household disinfectant. Four years later, he has come up with Benefect, a hospital-grade germ killer made with plant extracts suitable for kitchen cutting boards, children's toys and toilets. Benefect is so safe that DeAth, 29, is happy to demonstrate by spraying it in his mouth several times. Can consumers be convinced that a disinfectant less toxic than vinegar actually works? "We definitely are going to have a problem," says DeAth, "with

people thinking it's too good to be true." Health Canada has approved Benefect for household and industrial use. Independent testers say it kills the required 99.9999 percent of bacteria. Environment Canada calls it "environmentally preferable." The strong-smelling spray damages Styrofoam, though, so it should not be used on picnic coolers. Deane Parkes, marketing chief at Acton, Ont. based Purity Life Health Products Ltd., Canada's largest distributor of natural products, including Benefect, admits some environmentally friendly goods have only limited effectiveness. Not this one, he maintains. His pitch: "It's non-toxic, it works which is a plus and it can go head-to-head with Lysol."

Benefect™ was tested in a mandatory government toxicity test for drugs. The testing was halted when Benefect™ proved to be less toxic than vinegar! Be assured that no animals were harmed whatsoever.



Benefect™ even has a pH of 7.0, the same as pure water, which means that it is less corrosive than other disinfectants. The federal Bureau of Chemical Safety & the Cdn. Food Inspection Agency have confirmed that Benefect™ is even suitable for use on food contact surfaces without requiring rinsing or wiping off. NEW Benefect™ is the only disinfectant to be entirely composed of natural, food grade ingredients (FCC & U.S. GRAS). Benefect™ is the ONLY disinfectant with no warning labels or cautions for use YET it surpasses government efficacy requirements for hospital-grade disinfectants.

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