



Healthy people.  
Healthy planet.

# EARTH ONE REASON

Powered by  
All-Natural  
**OZONE**  
Technology

## A Saner Sanitizer



Natural, Pure  
Essential Oil  
Scent

**100%**  
Biodegradable into  
**Hydrogen** and  
**Oxygen**

**Earth-Friendly,  
Germ-Deadly:**  
Kills 99.997% of  
germs—*naturally*



re:earth  
**Kids**



Alcohol-free,  
**Non-drying,**  
Gentle to the skin

ALL-NATURAL • NON-TOXIC  
SURFACE DISINFECTANT + HAND SANITIZER



NE REASON

Healthy people.  
Healthy planet.



We now live in an age when one person coughing in an airport terminal might halt air travel around the world. A passenger sneezing on a bus might shutter factories. This is our shared new normal. Sanitation is our new shared responsibility.



In the wake of first global pandemic to overtake humanity in a century, the modern life we enjoyed before covid-19 will only be possible once again with consistent and

constant application of disinfectants and sanitizers. Our ability to work, go to school, shop, travel, go to a restaurant, enjoy a park, attend a concert, celebrate a wedding, or even simply visit friends and family will require an integral regime of disinfection.

**A healthy return to daily life will require a vigilant culture of heightened sanitation.**

Disinfectants and sanitizers, however, have their drawbacks and present their own harm to people and to the environment. Two common antimicrobial chemicals, triclosan and triclocarban, are used in some 2,000 different kinds of antimicrobial products, including soaps, toothpastes, carpets, toys, paints, school supplies and even pacifiers. These useful germ-killing agents, however, do not break down easily. As a result, these chemicals make up about 60 percent of the mass of all drugs found in wastewater treatment plant sludge. TCS and TCC are present everywhere, particularly in our lakes and rivers, and are wreaking havoc on microalgae in particular and destroying entire aquatic food chains.

Furthermore, TCC and TCS can impact human health adversely. In teenagers, these substances have been found to disrupt hormone levels. They have also been linked to promoting drug-resistant infections. Research has shown that TCS is playing a role in bacteria developing antibiotic

resistance, fostering the rise of so-called “super bugs”. **We are staring down an microbial arms race—chemicals pitted against pathogens—with no end in sight.**

**Disinfectants: Effective, but hazardous.** Disinfectants are the chemicals needed to kill pathogens. They are caustic, cause respiratory damage and irritate the skin. That is why they are reserved for use at arm’s length in “bathroom” cleaners. These noxious and poisonous disinfectants can only be used with great caution in kitchen areas and not at all on food preparation surfaces—exactly those areas most



Most households keep different products for the kitchen, the bath and for hands—three different kinds of products to tackle the one job of germ killing.

Re:Earth is your **3-in-1** answer—safe for surfaces and for your skin.

susceptible to contamination and spreading infection.

**Sanitizers: Less dangerous, but also less effective.**

Sanitizers are less caustic, and that is why they are used on the skin, however, they are also less effective at deactivating dangerous microbes than disinfectants. As a result, we presently use at least three separate products to keep germs at bay: Disinfecting “bathroom” detergents, cleaning “kitchen” products and hand sanitizers.

**Anti-microbial and non-toxic? And environmentally friendly? And all-natural? And safe to use on your skin? Is that even possible?**

While there is no shortage of earth-friendly cleaning products, the vast majority of antimicrobial detergents and

Natural, Pure  
Essential Oil  
Scent

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personal sanitizers use environmentally damaging and health-hazardous chemicals, chlorine and alcohol to kill bacteria and deactivate viruses. Re:Earth is different. It takes its cues from natural systems and uses what nature uses to regulate the spread of pathogens. One Reason's Re:Earth harnesses the power of **ozone** to stop pathogens in their tracks. Ozone, or trioxygen, is an inorganic molecule comprised of three oxygen molecules. Oxygen in this form is the layer enveloping our planet and the very thing protecting all life on this planet from ultraviolet radiation. The antimicrobial properties of ozone gas are well-established. For example, it is one of the few compounds found to work in the treatment of Staphylococcus aureus (S. aureus) infections, particularly that of methicillin resistant Staphylococcus aureus (MRSA), one of the most vexing infections plaguing hospitals all over the world. Ozone, however, in gaseous form is damaging to lungs when inhaled. One Reason has developed a proprietary technology to harness O<sub>3</sub> in a safe, colorless, odorless liquid.

**Re:Earth is a new approach to sanitation, working with nature instead of against it. The RE:Earth Solution – A saner sanitizer**

○ **Re:Earth is fully biodegradable:** Re:Earth disinfectants and sanitizers are based on ozonated water—a molecule of hydrogen and oxygen. As such, it breaks down into life's most basic building blocks of hydrogen and oxygen.

○ **Re:Earth does the job better:** Not only does Re:Earth have a near-zero environmental impact, it is actually more effective at killing bacteria, viruses, fungi, and other pathogens, including the SARS-CoV-19 coro-

navirus, than alcohol- and TCS/TCC-based disinfectants. Lab tests indicate that surfaces treated with Re:Earth remained germ-free **4 times longer** than with other disinfectant applications. The basic Re:Earth solution is a safe, **all-in-one solution:** It can be used to clean surfaces *and* on hands. It emits no fumes and presents no risk of irritation to the respiratory track. It is safe to use in kitchens and on food preparation surfaces.

○ **Re:Earth has no unintended consequences:** Because Re:Earth breaks down into simple hydrogen and oxygen, it does not contribute to hormonal disruptions nor play any role in the rise of antibiotic-resistant bacteria than atmospheric hydrogen and oxygen would.

○ **Re:Earth is tough on germs, but gentle on the skin:** That cool sensation when using alcohol-based sanitizers is the feeling of alcohol evaporating from the skin. Evaporation dries out the skin and leaves your hands more prone to tiny cracks and lesions for germs like to enter. Re:Earth has no drying effect and behaves much like water on the skin.

○ **Re:Earth understands that everyone has to do their part:** We very concretely understand that individual health is inseparable from global health. Everyone has their part to do, even the youngest among us. Re:Earth has fun, friendly products designed with children in mind to encourage healthy habits at a young age.



re:earth  
**Kids**



# Howdy!

And welcome to the **Seadown Hoedown Throwdown!** Join the **Cowgirl Mermaids** on their adventures as they protect against dangers large and small to the beautiful and delicate environment they defend. The clever and sneaky **Octobandito** teaches kids how germs work and how to protect against infection. Our Re:Earth Kids line educates children in both environmentalism and healthful practices. It's all interdependent: Healthy people. Healthy planet.

