

Lather Up For Good Health[®]

Help keep your family healthy with Softsoap[®] Brand Hand Soap.

20 Seconds to a Healthier Family

You care about the health of your family and want to do all you can to protect them. Hand washing is one of your first lines of defense.

Why is hand washing so important?

Many cases of cold, flu, and food borne illness are spread by unclean hands. Scientists estimate that people are not washing their hands often or well enough and may transmit up to 80% of all infections by their hands.¹ According to the Centers for Disease Control and Prevention (CDC), one of the most important things we can do to keep from getting sick and spreading illness to others is to clean our hands.²

Using soap is more important that you think! Germs can stick to the oils that skin naturally produces. Soap helps to break down that oil, making it more difficult for germs to stay on hands.³

That's why washing hands with **soap and clean water for 20 seconds** to help prevent getting sick and spreading illness to others is recommended by the CDC and other experts.

How should you wash your hands?

1. Use warm running water and soap.
2. Lather up! Scrub all hand surfaces (front, back, between fingers, under nails, and wrists) for **20 seconds**.
3. Rinse well.
4. Dry with a clean towel.

When should you wash your hands?

You should wash your hands before:⁴

- Handling food and eating
- Treating a scrape, cut, or wound
- Tending to someone who is sick
- Putting in or taking out contact lenses

You should wash your hands after:⁴

- Going to the bathroom
- Blowing or wiping your nose with a tissue
- Covering your mouth/nose when you cough or sneeze
- Preparing food
- Playing with pets and animals
- Being around someone who is sick

Lather Up For Good Health[®] makes proper hand washing easy-to-teach and fun-to-learn.

Find expert advice, fun activities and games at the program's website:

www.colgate.com/app/LatherUpForGoodHealth/US/HomePage.cvsp

Sources:

1. National Center for Preparedness, Detection, and Control of Infectious Diseases (NCPDCID) and National Center for Zoonotic, Vector-Borne, and Enteric Diseases (NCZVED), <http://www.cdc.gov/CDCTV/HandsTogether/>
2. Centers for Disease Control and Prevention (CDC), <http://www.cdc.gov/Features/HandWashing/>
3. and 4. "Body and Mind, BAM!" CDC website - http://www.bam.gov/sub_yourbody/yourbody_buzzonscuzz.html

