

**PRODUCTS**

## **The new Kleenex® Hand Towels: a valid alternative to cloth towels**

**Kleenex® has always proposed new ways to conceive tissue paper products. By mixing creativity, taste, design and convenience, here are the new Kleenex® hand towels, a new product range designed for the home.**

### Maura Leonardi

Do you know how many times per year, in the USA, people dry their hands using a cloth towel? 200 billion! I'd say - we'd all say - Wow! A figure to reflect on, given that the guidelines of the "Centers for Disease Control and Prevention" (CDC) on hand washing recommends drying hands with the same towel only once in order to reduce the spread of bacteria.

Until today, families had no valid alternative to the traditional towel made of cloth.

The new Kleenex® Hand Towels changes habits and revolutionizes our bathroom with a fresh, clean, dry towel any time of the day, every time we wash our hands. Thanks to the Dry-Touch™ technology, the fibers are super-absorbent and dry hands very effectively. These soft tissue paper sheets feel very similar to cotton on the hands; they do not contain perfume and are white, in respect of hygiene and cleanliness. They are contained in a box featuring a simple but elegant design, ideal for any bathroom environment. With four different colors available (aquamarine, platinum, white and bronze) and two options for placing the box in the bathroom, the new Kleenex® Hand Towels with their Pop-Up® delivery system are always easily and quickly "on-hand".

But why is it so important to keep hands clean? Because it is one of the fundamental steps in order to avoid the proliferation of germs and disease; that's why washing them with soap and water is effective, as is drying them with a clean, sanitized towel. Proper, healthy habits help maintain a consistent level of hygiene, thus reducing the propagation of disease at home, at school, at the office and at any time of the day.

**DRYING HANDS CORRECTLY IS AS IMPORTANT AS WASHING THEM.** For ages washing hands with soap and water has been considered a standard for assessing the level of personal hygiene.

This concept is still true today. And it's even more so if we associate it to the wonderful world of children who, by definition, have a strong "chronic allergy" towards water. Teaching them to wash their hands turns into a moment to be shared with adults and with these new hand towels, hand washing becomes a fun game. Kleenex® has also thought up an entertaining little song, a catchy jingle that turns a "boring" action into a moment for fun. Hands are cleaned through a simple gesture, using hot water and soap and then dried with a Kleenex® hand towel that eliminates bacteria.

An absolute novelty that confirms how this brand is attentive to meeting the needs of every one of us, adults and children, with alternative and creative solutions compared to the traditional tissue product. •

My hands are gonna be clean  
When I wash and I dry with mommy and sing  
This song that's exactly two clean hands long  
Warm water and soap and bubbles that shine  
A Kleenex® Hand Towel that's mine all mine  
And a song that's exactly two clean hands long  
No yucky old towel's gonna ruin my day  
I dry my hands the Kleenex® towel way  
So if you're a fan of clean hands too  
Roll up your sleeves and I'll sing with you.

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Some Useful Rules for correct hygiene from the Centers for Disease Control and Prevention.

When should you wash your hands?

Before, during, and after food preparation;

Before eating;

Before and after having provided care to an ill person;

Before and after having disinfected a cut or a wound;

After having gone to the bathroom;

After having changed a baby diaper or cleaned a child after he/she has gone to the bathroom;

After having blown your nose or coughed;

After having touched an animal or its litter;

After having touched a domestic animal or its food;

After having touched garbage.