

# A BUYER'S GUIDE TO ANTIMICROBIALS

A quick-reference guide to help you navigate the often-confusing antimicrobial solution marketplace. Use this guide to assist you in distinguishing between safe, effective and compliant products and those that may be inappropriate for your specific uses and microbial management needs.



## EPA REGISTRATION

Required for any product that claims to destroy, reduce, or otherwise suppress the growth or development of microorganisms on inanimate objects and surfaces – No Exceptions!

The EPA is the key governmental agency that establishes and regulates antimicrobial product standards, including: composition, toxicology, effectiveness, application procedures, permissible marketing claims and more.

No Registration?  
MOVE ON!



## MASTER "LABEL"

**Spoiler Alert:** A product's EPA Master Label isn't actually a "label," as some include upwards of 70 pages of tiny, single-spaced text, but rather an extension of the label that's adhered to the product's container.

Master Labels are the end result of the EPA's product registration process and include everything anyone needs to know about, or to analyze and compare such products.

**Buyer Tip:** No matter what you read or hear, it's only true if it appears in the Master Label.

Notice a Discrepancy?  
MOVE ON!

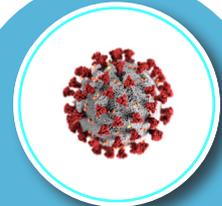


## TOXICITY

NEVER BUY AN ANTIMICROBIAL WITHOUT CONSULTING ITS EPA MASTER LABEL & SDS FORMS.

We cannot overemphasize the importance of EPA Master Labels. They and the product's "SDS" forms are loaded with product facts, and void of product fiction. Scan Master Labels for their "Precautionary Statements," "Physical or Chemical Hazards" and "First Aid" language, and SDS forms for "Hazard Identifications," "First Aid Measures," "Personal Protection," "Toxicology" and more.

Any of these Appear?  
MOVE ON!



## EFFICACY

When it comes to an antimicrobial product's capabilities and efficacy, once again, the Master Label is your Master Source. In addition to the general types of microorganisms (Bacteria, Viruses, Algae and Fungi) a product is effective against, you'll see what specific species of these types it can eliminate, the dwell time the product must remain on a surface to deactivate them and the level of deactivation/elimination the product can achieve (99%, 99.9%, 99.99%, etc.).

**Buyer Tip:** The more "9's" the better.

Any Microbes Missing?  
MOVE ON!



There's more to GOOD CHEMISTRY than Killing BAD GERMS

### What You Should BUY

- ☑ No Rinse, No Wipe, No Pre-Clean
- ☑ Non-Corrosive, Non-Abrasive, Non-Hazardous
- ☑ Virtually Non-Toxic, Absent any Scary Warnings or Symbols for:
  - Irreversible Eye Damage, Fatality from Inhalation or Absorption, Allergic Reactions, Dermal Irritation or Skin Burns, Target Organs from repetitive use or exposure
- ☑ No respirator or significant PPE required.
- ☑ Ready to Use - no mixing, diluting, testing, or activation required.
- ☑ Approved and safe to be used on both Hard & Soft Surface Substrates
- ☑ VOC, CFC, Bleach, Phosphate, Enzyme, Fragrance, Methanol, and Alcohol- FREE
- ☑ 100% Biodegradable
- ☑ EPA-Registered, FDA-Approved, and "List N" included
- ☑ NSF and Carpet Institute Approved
- ☑ Residual Efficacy
- ☑ Transparent, Honest Marketing Claims that Match Approvals

### What You Should KNOW

- "ANTIMICROBIAL" is an impressive sounding word with an unimpressive meaning. An antimicrobial is nothing more than a product that, in any manner, inhibits the growth of one or more microorganism(s). Look for quantifiable claims.
- "SANITIZER" is a recognized standard that indicates at least a 99.9% kill of some bacteria. Sanitizers are not required to, and typically don't kill viruses. Look for broad-spectrum efficacy.
- "DISINFECTANTS" must kill at least 99.9% of both bacteria and viruses. "BROAD SPECTRUM" and "HOSPITAL" disinfectants represent a much higher standard of efficacy against multiple types of microbes. The most effective disinfectants achieve up to 99.999% (5log) kill/inactivation.
  - .099%, DOES IT REALLY MATTER? YES!
  - 1/10TH OF 1% LEAVES 10,000 MICROBES REMAINING IN A MERE 7"x7" SQUARE ON
- "NO RINSE ON FOOD CONTACT SURFACES" is a credential for kitchen use guidelines. Avoid pesticide marketers that interpret this statement to imply their pesticide is "safe enough to eat"!
- Hazards and Warnings are not standard canned language, nor are they required for all products. Specific statements are listed only if such apply. Seek antimicrobials with minimal Precautionary Statements and Hazards.

(866) 372-9622

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