

## MORE ON EFFICACY

Companies who reference the antimicrobial or antibacterial qualities of their active ingredients without providing independent, third party efficacy testing or case studies of their products that demonstrate such performance are not avoiding it. They either don't have them or don't publish them because the results don't support their marketing hype. This is particularly true of companies who utilize essential oils in their products like Thyme Oil, Eucalyptus Oil and Tea Tree Oil. These companies spend an inordinate time in referencing the antimicrobial qualities of these "natural" ingredients and pointing out how much safer they are than Triclosan. One company that utilizes both Eucalyptus and Tea Tree Oil even provides references to studies that support these antimicrobial claims. And yes these studies show moderate antimicrobial effectiveness with concentrations of 30 percent or more. The company however only uses a concentration of only 2 percent in any of their products. An amount which would be ineffective at killing any bacteria, virus or fungi is 15 seconds. A fact that is confirmed by the only study presented of one of their products that shows some antimicrobial action after 9 days. In addition, one of their product write-ups identifies that their active ingredients is used primarily because it is effective against athlete's foot fungus and not antibacterial. Of course one of the reasons the company would not use anywhere near 30 percent of these oils in their products, besides cost, is that concentrations of that level are harmful, carry significant side effects and smell terrible.

Once again, knowledgeable consumers should challenge any company to produce the efficacy findings regarding its disinfectants, antimicrobial soaps, antimicrobial products, skin sanitizers, etc. before trusting that their products will work. Without such testing you are probably going to pay a lot more than necessary for a bar of soap, body wash or antibacterial wipes that are nothing more than essential oil scented soap. In such cases your best defense is knowledge and complete information regarding a products studied and proven efficacy. And yes consumers should avoid any antimicrobial soaps or products that contain Triclosan, a dangerous antimicrobial agent that has been banned in Europe and Canada.