

# EXAMPLES OF APPROVED MARKETING CLAIMS FOR POLYGIENE BIOMASTER TECHNOLOGY

Here are some examples to help communicate the benefits of Polygiene BioMaster™.  
If in doubt, please contact a member of our marketing team.

## DON'T SAY

⊗ **Polygiene BioMaster** kills bacteria/germs/microbes

⊗ **Polygiene BioMaster** protects people from harmful bacteria/infections

⊗ **Polygiene BioMaster** is a substitute for regular cleaning

## DO SAY

✓ **Polygiene BioMaster** pro-actively inhibits/disrupts the growth of bacteria/microbes on treated surfaces

✓ **Polygiene BioMaster** is proven to inhibit the growth of most types of harmful bacteria

✓ **Polygiene BioMaster** reduces opportunities for bacterial/fungal growth

✓ **Polygiene BioMaster** reduces the microbial load on surfaces

✓ **Polygiene BioMaster** protects surfaces

✓ **Polygiene BioMaster** inhibits the growth of microbes on treated surfaces

✓ **Polygiene BioMaster** makes your product more hygienic

✓ **Polygiene BioMaster** complements cleaning regimes

✓ **Polygiene BioMaster** provides a second line of defence against harmful bacteria/microbes

✓ **Polygiene BioMaster** works 24/7 to protect product surfaces

✓ **Polygiene BioMaster** can be used in food and water applications

✓ **Polygiene BioMaster** is independently tested to ISO 22196

✓ **Polygiene BioMaster** inbuilt surface protection is effective for the lifetime of the product

\*This information does not apply to the USA where local regulatory compliance must be observed.  
Contact us for more details.



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PRODUCT PROTECTION