

EXAMPLES OF APPROVED MARKETING CLAIMS FOR POLYGIENE STAYFRESH TECHNOLOGY

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

DON'T SAY

⊗ **Polygiene StayFresh™** kills bacteria/germs/microbes

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

⊗ **Polygiene StayFresh** is a substitute for good hygiene

⊗ **Polygiene StayFresh** is permanent

DO SAY

✔ **Polygiene StayFresh** inhibits the growth of odor-causing bacteria

✔ **Polygiene StayFresh** reduces odor-causing bacteria in textiles

✔ **Polygiene StayFresh** protects textiles from bacterial odor

✔ **Polygiene StayFresh** can protect textiles from bacteria that cause odor

✔ **Polygiene StayFresh** offers enhanced textile protection against odor-causing bacteria

✔ **Polygiene StayFresh** helps reduce odor from bacteria meaning you can wear more and wash less

✔ **Polygiene StayFresh** is independently tested against a number of standards including IBRG, AATCC100, ISO 20743, JIS L 1902

✔ **Polygiene StayFresh** Technology works 24/7 reducing bacterial odors in textiles

✔ **Polygiene StayFresh** is proven to reduce bacterial odors in a number of different textiles

✔ **Polygiene StayFresh** remains effective after washing



polygiene.com
info@polygiene.com



POLYGIENE®
FRESHNESS