



# The Power of Silver

Exclusively from Deb

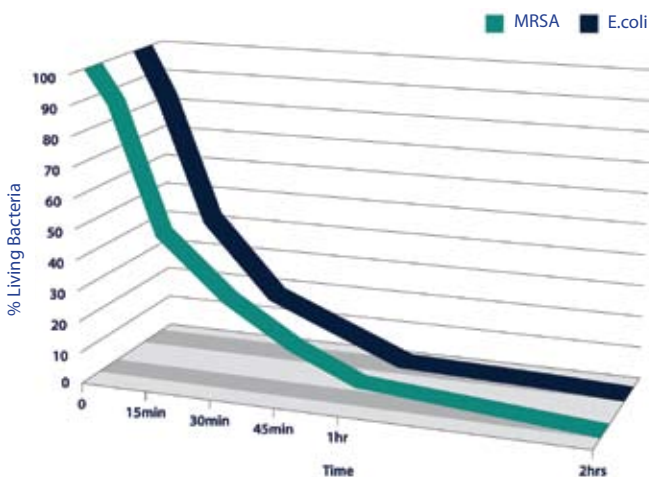
BioCote® silver ion technology has been incorporated into all Deb Global Range and Touch Free dispensers.

## BioCote® silver ion technology is:

**Effective:** Reduces bacteria, mould and fungi on the surface of BioCote® treated Deb dispensers within as little as 2 hours and achieves up to 99.99% reduction over a 24-hour period\*.

**Long-Lasting:** It maintains its antimicrobial performance for the lifetime of the dispenser; will not wear off, wash off or leach out.

**Safe:** Silver is regarded as non-toxic and is a safe and natural alternative to synthetic, organic antimicrobials like Triclosan.



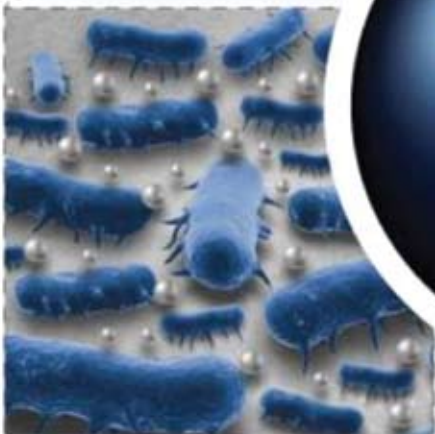
\*Efficacy is independently validated by ISO methods.



Scientific study carried out proves BioCote® treated Deb dispensers reduce high level of bacteria in comparison to an untreated Deb dispenser

# How does Silver technology work?

**1** Microbes contaminate surface of BioCote® protected dispenser.

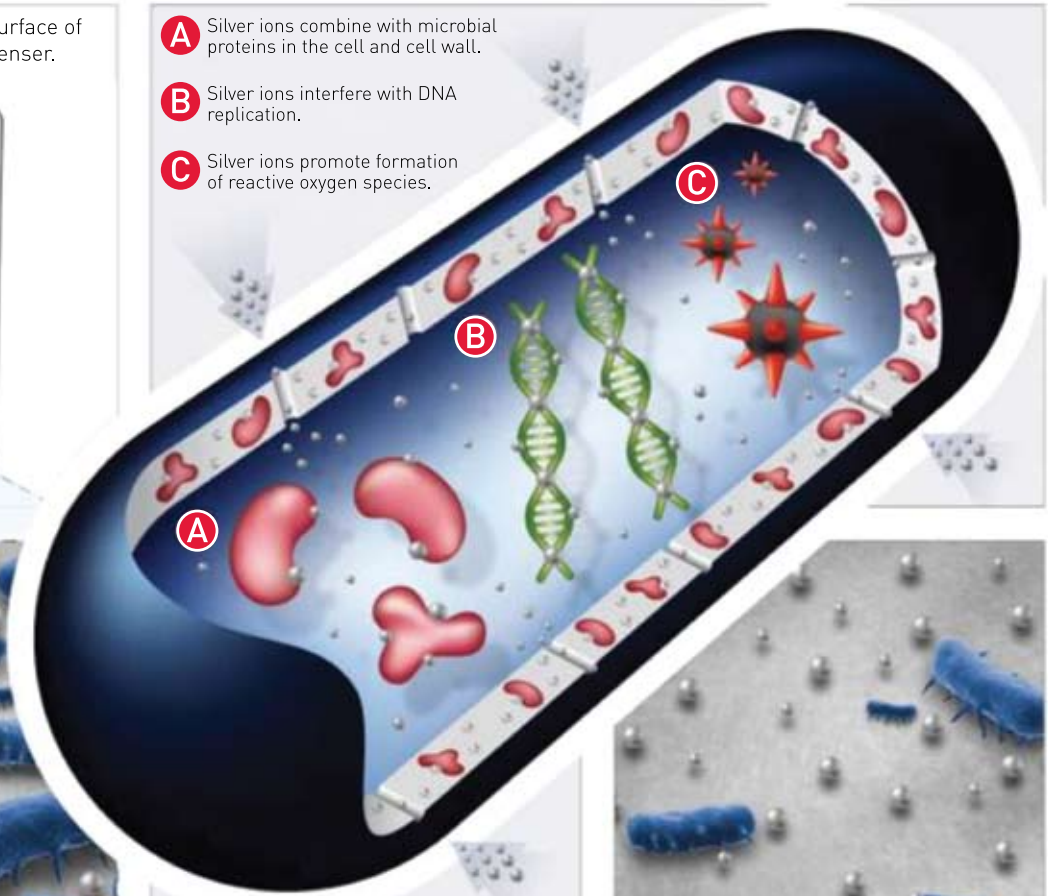


**2** Silver ions are available to act against contaminating microbes.

**A** Silver ions combine with microbial proteins in the cell and cell wall.

**B** Silver ions interfere with DNA replication.

**C** Silver ions promote formation of reactive oxygen species.



**3** Silver ions act against microbes in three ways (see above).

**4** Microbes die, dispenser is protected from microbial deterioration.



Deb Skin Care dispensers containing BioCote® antimicrobial technology can be expected to harbour lower levels of bacterial contamination



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