

## **SANI-CARE SALON PRODUCTS INC. ANNOUNCES NEW OWNERSHIP/MANAGEMENT and NEW PRODUCTS**

**ATLANTA, GA – February 23, 2009** – Sani-Care Salon Products, an Atlanta based manufacturer of patented disinfection and antimicrobial sanitation products custom formulated for professional salon operations, today announced that effective February 16, 2009, Mr. C. Barry Wilson assumed the leadership role as President/CEO, reporting to a new ownership group.

“Sani-Care Salon Products has an excellent and unique portfolio of disinfectant products for maintaining a clean and hygienic experience for salon customers. Sanicare has created ideally-suited disinfectant formulas for each intended use in the salon operation, keeping in mind value, safety, convenience and performance. Of particular note is the EPA-registered and patent-pending Sanitab<sup>®</sup>let that is conveniently added to the foot bath spa as a safe and effective disinfectant of bacteria, viruses and fungi that can contaminate the spa water and cause infections and malodors. It is the only tablet product of its kind in the marketplace,” says Mr. Wilson.

Equally as important as quality products is quality customer service. Sani-Care’s new management and ownership group includes salon industry professionals that have owned and operated many successful salon operations. This expertise will serve the company well in building an organization in tune with its constituents. According to Mr. Wilson, the company intends to add professional staff and administrative resources to dramatically upgrade its customer support and responsiveness.

### **New Salon Products Made with Antimicrobial Protection Technology**

Sani-Care also announced a new line of patent-pending files, buffers and pumice stones, made with a proprietary antimicrobial technology, that it is bringing to the market in an exclusive marketing partnership with Innovative Salon Products, Inc. The products made with the antimicrobial treatment are designed to resist bacteria and fungi growth between uses and cleanings for the useful life of the products. The EPA-registered antimicrobial agent infused in the products mechanically destroys microbes on contact, preventing them from growing on the treated surfaces and becoming a contact point for bacteria and fungus cross-contamination. Laboratory studies have shown that bacteria can grow exponentially to millions of viable organisms in as little as 24 hours on standard files, whereas the Sanicare files engineered with the antimicrobial technology keep the items virtually bacteria free.

“We are very excited about the antimicrobial technology innovation for the tools of the trade that Sani-Care, in partnership with Innovative, is bringing to the Salon Industry. We believe that salon care professionals will be pleased with this extra measure of hygiene protection the Sani-Care files, buffers and pumice stones provide without compromising other performance attributes, and, just importantly, at a competitive price to existing standard products,” adds Mr. Wilson.

Sani-Care Salon Products Inc.’s mission is to be a premier provider of disinfectants, cleaners and nail care products engineered specifically for the salon environment to control the growth and proliferation of harmful microbes – bacteria, viruses and fungi - so the salon operator can provide quality services and “peace of mind” for its customers. For more company and product information, please go to [www.sanitab<sup>®</sup>let.com](http://www.sanitab<sup>®</sup>let.com).

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