

The Microban® Language

Approved terminology varies by geographic location. To ensure compliance with Microban® approved language by region, here are approved and prohibited qualifiers, along with some example claims that can be made.

APPROVED QUALIFIERS & TERMINOLOGY

APPROVED Primary Qualifiers

Can use: inhibits, helps fight, resists, reduces, or helps prevent

APPROVED Secondary Qualifiers

Can reference: the effects of non-pathogenic bacteria such as staining, odors and/or product deterioration

APPROVED Terminology Examples

Antimicrobial, Cleaner, Fresher, More Durable

PROHIBITED Primary Qualifiers

Cannot use: kills, stops, prevents, or eliminates

PROHIBITED Secondary Qualifiers

Cannot name: specific microorganisms (i.e. *S. aureus* or *E. coli*).

PROHIBITED Terminology Examples

Antibacterial, Hygiene, Cross Contamination, Illness-Causing, Foodborne Illness

EXAMPLE CLAIMS

- Products enhanced with Microban® antimicrobial protection stay cleaner, fresher and more durable for longer.
- Products featuring Microban® antimicrobial technology will actively reduce the growth of bacteria 24/7 and for the product's expected lifetime.
- Microban® antimicrobial technology is built into products an added level of product protection against the growth of bacteria.
- Products with built-in Microban® antimicrobial protection are easier to clean and stay cleaner in between cleanings.
- Microban® antimicrobial product protection helps prevent the growth of bacteria on the surface of products that can cause premature product degradation.

For any clarification or assistance, please contact the TREND Marketing Department. Please note: do not craft any of your own local marketing tools - this document is intended to provide a general overview only - all marketing materials referencing Microban® must be produced by the TREND marketing department and approved by Microban prior to use.