



普瑞来净手消毒液

有何保证？
“杀死99.99%的细菌”

我们知道你在想什么，净手消毒液怎么可能让人为之兴奋？

事实上，是一个极好的产品。普瑞来是一个突破性的创新，几乎没有更有效、更方便的产品使你的双手远离细菌。

总之，普瑞来使你与生活更紧密联系。

普瑞来由独特的酒精配方、润肤剂和维生素E制成，能在15秒内杀死高达99.99%的常见有害细菌。这是维持你和家人健康的一个有效方法。

这就是为什么普瑞来会成为美国医生推荐净手消毒液品牌的排名第一，为什么会被在上海和北京的大型医院广泛使用，为什么现在在中国市场有卖普瑞来这个消息会如此激动人心的原因。

当你口口相传普瑞来的产品时，实际上是在防止细菌的传播。因此，和往常一样，尽情与他人一同分享吧，享受其中的乐趣吧，也让我们知道你朋友们的想法！

纯粹事实

关于手部卫生和普瑞来大家应该了解的是：

- 80%的传染病是通过人体接触传播的。
- 手部是最常见的传播疾病途径，因为会接触到口、鼻和眼。

- 一个1元硬币可能包含数以百万计的细菌。

- 为了有效地洗净双手，你应该用肥皂和水冲洗不少于20秒，然后用毛巾擦干并关闭水源，问题是多数人都不会遵循这样一个过程。

- 美国疾病控制中心规定在校学生能够使用含酒精的洗手液来代替水洗。

- 普瑞来能杀灭至少99.99%的那些能引发疾病的最常见细菌。

- 普瑞来是美国最值得信赖的品牌，被各地医生、政客、教师和专家广泛使用。

- 普瑞来被美国和中国的大型医院所信赖。

- 真正的普瑞来是从美国直接进口的，请不要被不可靠的假冒伪劣产品所混淆。

- 236ml 抽吸式瓶装零售价（包含在普瑞来星星火礼包内）：62元，15 ml 个人携带装零售价（普瑞来星星火礼包内含三瓶）：15元。

星星火的故事

关于手部卫生和普瑞来大家应该了解的是：

街食安全

波士顿儿童医院所做的一项研究表明，使用消毒液后患肠胃病的机率可减少59%。如果你喜欢吃煎饼或臭豆腐，那么你应该知道什么是所谓的“肠胃病”。有了普瑞来你可以尽情享受你所喜爱的食物，少些对肠胃不适的担心！

不会导致抗药性细菌

与其他净手消毒液和抗菌肥皂所不同的是，实验证明普瑞来不会导致细菌抗药性。也没有证据表明生物体能够对普瑞来产品中的活性成分产生适应和免疫力。事实上，使用完普瑞来后，只会在手上残留一点润肤剂（调理皮肤成分让你的双手柔嫩细滑。

最好的防御

统计表明，在美国10个人如厕后只有6个人会清洗双手！由于有数以百计的方式使人们接触到别人碰过的地方（电梯按钮、楼梯扶手、门把手、自动扶梯、桌面），因此最好的防御方式就是主动进攻：经常使用普瑞来净手消毒液。

普瑞来方针

在美国，普瑞来净手消毒液是一个值得信赖的居家产品，即使在最大的房子——白宫亦是如此。总统奥巴马依靠普瑞来让他在整个竞选中保持健康，当然他并不是唯一一个这样做的政治领导人。前总统布什和克林顿都被引述使用依靠普瑞来净手消毒液。

学习手部卫生

教师也信任普瑞来。美国疾病控制中心研究表明，当孩子和教师一起建立良好的“手部卫生”习惯，学生的缺课率减少了。我们都知道，一个健康的身体对于建立健康的心理是必不可缺的。由于学校是也细菌传播的理想环境，所以普瑞来也应该占有一席之地。

何时进行口口相传？

许多人乐意听到普瑞来，试试在以下情况与人谈谈…

- 与朋友共同进餐（餐前餐后）
- 谈论健康保健时
- 在办公室和同事密切互动
- 在健身中心
- 来往于地铁、公共汽车，或出租车上
- 在机场候机
- 与其他父母在一块儿照料孩子
- 卡拉 OK
- 玩扑克、下围棋，下象棋或者打麻将

口口相传的对象

没有人喜欢生病，有些人兴许会对普瑞来终于来到了中国感到特别高兴！

父母以及与孩子接触的人们

在外玩耍的那天带上普瑞来净手消毒液吧！孩子们可以安全使用普瑞来，内含真正酒精成分，无需需要在成人的监督下使用。普瑞来使细菌远离，从而可以尽情玩耍。

医生及医护专业人士

多数医生已经在医院里听说过普瑞来。因此，他们会非常乐意地知道有口袋大小的个人携带装和方便的钥匙链瓶装。

户外爱好者和运动员

面对现实的时候，我们真希望能够暂时远离自己的家。普瑞来能够让你做到。让篮球队的朋友知道，他们可以将它挂在健身包上，或挂一瓶在钥匙圈上。

驴友

在旅途中想要找到肥皂和水源可不是件容易的事。在旅行时随身带上一小瓶，并让你的朋友也了解普瑞来，那么你们就可以一起继续享受冒险的旅程了。

爷爷、奶奶或者玩扑克、下棋、打麻将的人们

老年人特别容易生病，但对于大多数我们父母和祖父母，这并不能阻碍他们乐于与朋友呆在一起或者与小孩子们玩耍即使会弄脏自己的积极性。现在使用普瑞来可以保证他们远离细菌！

口口相传活动

野餐与普瑞来相伴

准备食物和组织家庭户外活动都会弄得一团糟。放一瓶普瑞来在你的上衣口袋里，或者你孩子的郊游背包中。你的朋友也会为你在旅行途中还能保证家人健康而感到欣喜。

外出用餐

在你点晚餐和饮料前，请先使用普瑞来。你的朋友也会喜欢的，而你就会有一个不错的谈话来打破僵局！

社交联系

带着你的自信，与朋友更接近，避免因为个人卫生问题而被人挑剔的尴尬。与你所爱的人分享普瑞来，手牵手的感觉从未那么好。

孩子的父母

了解孩子的父母吗？他们一定乐意听到普瑞来是多么容易使用，又能阻止99.99%的细菌进入他们孩子的卧室。

带到运动队

请告诉你的团队在训练前后使用普瑞来以保持身体强健。告诉他们使用普瑞来是很简单和自然的，体育爱好者喜欢知道在比赛中保持健康卫生的新方法。

谨防假冒

虽然可能有仿冒品，但是只有一个真正的普瑞来净手消毒液品牌被美国各地和大型国有医院信赖并使用。你可以从不同的产品包装、不同的气味和粘稠的触感来分辨真假。

以你自己的方式

与你的朋友谈论普瑞来有数以千计的方式，而这也是一个很容易融入日常生活的产品。但一定要告诉你的朋友你是作为星星火社区成员理解到普瑞来产品的哦！

6步洗手法



Purell 活动手册
联系人: Flora 电话: 4006008707
邮箱: home@xingxinghuo.com
QQ: 852666147 MSN: home@wildfire.asia
Kaixin001: home@wildfire.asia

星星火 wildfire

Purell BRAND

Official Spark Guide

www.buypurell.cn

PURELL Hand Sanitizer

What's the Word? "Kills 99.99% of Germs"

We know what you're thinking. What can possibly be exciting about a hand sanitizer?

Actually, a great deal. PURELL is a groundbreaking innovation. There's simply no more effective, more convenient product to keep your hands germ-free.

In short, PURELL keeps you in touch with your life.

Made with a unique formula of alcohol, moisturizers, and vitamin E, **PURELL kills up to 99.9% of germs in less than 15 seconds.** It's a powerful means of keeping you and your family healthy.

That's why PURELL is the **#1 doctor-recommended hand sanitizer in the United States**, why it's relied upon by hospitals in Shanghai and Beijing, and why it's so exciting that it's finally available to consumers in China.

When you spread the word about PURELL, you're preventing the spread of germs, so share, have fun, and as always, let us know what your friends had to say!

The Pure Facts

What Everyone Should Know about Hand Hygiene and PURELL:

- 80 percent of all infectious diseases are passed by human contact.

- The hands are one of the most common transmission routes for infection because they come into contact with mouth, nose, and eyes.

- A single 1 RMB coin can contain millions of germs.

- To effectively wash your hands, you should rinse your hands with soap and water for at least 20 seconds and use a towel to both dry your hands and switch off the water, a process most people do not follow.

- The Centers for Disease Control and Prevention (CDC) in the USA state that children in school may use alcohol-based hand rubs as an alternative to hand washing.

- PURELL kills at least 99.99% of the most common germs that cause illness.

- PURELL is the most trusted brand in the United States, used by doctors, politicians, teachers, and experts everywhere.

- PURELL is relied upon by major hospitals across the USA and China.

- Real PURELL is imported from the United States, and shouldn't be confused with unreliable fake versions.

- 236 ml pump bottle retail price (included in PURELL Spark Kit): **62 RMB**, 15 ml bottle retail price (three included in PURELL Spark Kit): **15 RMB**.

Spark Stories

Interesting Things to Talk About!

Street Safe

A study done by the Children's Hospital of Boston notes that having sanitizer available reduces the chance of gastrointestinal illnesses by 59%. If you enjoy jian bing or stinky tofu, then you know what "gastrointestinal illness" really means. With PURELL you can eat the food you love and worry a bit less about the uncomfortable ramifications!

Doesn't Lead to Resistant bacteria

Unlike other instant hand sanitizers and anti-bacterial soaps, laboratory testing has never shown PURELL to lead to bacterial resistance. There is no evidence that organisms adapt and become immune to the active ingredient in PURELL products. In fact, after using PURELL, only a small bit of emollient (skin conditioning ingredient) is left on the hands after use to leave your hands soft and refreshed.

The Best Defense

According to statistics in the United States, only six out of ten people wash their hands after using the toilet! Given that there are hundreds of ways to come in contact with places that other people have touched (elevator buttons, handrails, doorknobs, escalators, table-tops) the best defense is a good offense: frequent use of PURELL.

PURELL Policy

PURELL Instant Hand Sanitizer is a trusted household brand in the United States, even in the biggest house, The White House. President Barack Obama counted on PURELL to keep him healthy throughout his campaign, and he's not the only political leader to do so. Former Presidents Bush and Clinton have both been quoted as relying on PURELL hand sanitizer.

Learning Hand Hygiene

Teachers trust PURELL, too. According to the Centers for Disease Control in the US, studies show that when kids and teachers practice good hand hygiene, they miss less school. We all know that a healthy body is essential for a healthy mind. Since schools are the perfect environment for spread of germs, PURELL should be there too.

When to Spark?

Plenty of people would love to hear about PURELL. Try bringing PURELL up in conversation when you're...

- sharing a meal with friends (before and after).
- talking about health and wellness.
- interacting closely with co-workers at the office.
- exercising at the gym.
- commuting on the subway, bus, or taxi.
- waiting for a flight at the airport.
- caring after children with other parents.
- singing karaoke.
- playing games like poker, go, chess or mahjong.

People to Spark

No one likes to get sick, but there are some people who will be especially thrilled to hear that PURELL is finally available in China:

Parents and People Who Interact with Children

Take PURELL Instant Hand Sanitizer on your play dates! While PURELL is safe to use on your kids, it does contain alcohol and should be dispensed with direct adult supervision. PURELL keeps germs at bay and doesn't interrupt playtime.

Doctors and Healthcare Professionals

Most doctors have already heard about PURELL from working in the hospital. So they'll be happy to hear that it comes in handy pocket sized containers and convenient key-chain bottles.

Outdoor Enthusiasts and Sports Players

Let's face it, there's a lot out there in the world we want to stay out of our homes. PURELL lets you do just that. Let your basketball-playing buddies know they can toss it in their gym bags, or keep a bottle on a keychain.

People Who Love to Travel

Getting to a sink with soap and water is never easy on the road. Bring a small bottle with you when you travel, and let your buddies know about PURELL too, so you can continue to enjoy the adventure together.

Grandpa, Grandma, and Anyone who Plays Poker, Weiqi, Chess, or Mahjong

The elderly are especially susceptible to illness, but for most of our parents and grandparents, that doesn't stop them from being active with friends or getting dirty with the little one. Make sure they use PURELL and keep them safe from germs!

Spark Activities

Picnic with PURELL

Handling food and family outdoors can be messy. Keep a bottle in your jacket pocket, or your child's backpack for outings. Your friends will be pleased to hear about your efforts to keep healthy as you relax in the great outdoors.

Going out

Before you order dinner and drinks, use PURELL. Your friends will love you for it, and you'll have a perfect conversation starter to break the ice!

Stay in touch

Get closer to someone with the confidence that you won't be picking up any nasty germs in the process. Share PURELL with your loved one means that holding hands has never felt so good.

Give PURELL to parents

Know anyone with children? They'll love to hear about how easy PURELL is to use, and how it prevents 99.99% of germs from creeping into their children's bedrooms.

Take it to your sports team

Keep your team informed on staying fit and healthy by using PURELL before and after practice. Talking about using PURELL is easy and natural, and sports lovers appreciate hearing about new ways to stay healthy and on their game.

Watch out for fakes

While there might be copycats, there's only one authentic PURELL Instant Hand Sanitizer that's trusted across the US and in major Chinese hospitals. You can tell a fake product by the different product packaging, different scent, and sticky texture.

Go your own way

There are thousands of ways to talk about PURELL with your friends, and it's an easy product to integrate into everyday life. Just be sure to tell your friends you heard about PURELL as a member of the Wildfire community!

Proper Hand Washing Technique

- 1 Rub hands palm to palm
- 2 Rub right palm over back of left hand and vice versa
- 3 Rub palms together with fingers interlaced
- 4 Rub backs of fingers with opposing palms, fingers interlocked
- 5 Rub right thumb in left hand and vice versa
- 6 Rub clasped fingers of left hand in right palm and vice versa



Purell Spark Campaign
Contact: Flora **P:** 4006008707
E: home@xingxinghuo.com
QQ: 852666147 **MSN:** home@wildfire.asia
Kaixin001: home@wildfire.asia