



- Over 158,987,803 total traditional and social media impressions within first three months of campaign outreach efforts.
- TV coverage in 115 markets - with 40% airing in Top 25 DMAs
- 125 educational and experiential blog posts reaching over 2.7 million consumers

The logo for Violet2, featuring the word "VIOLET" in a serif font with a purple "V" and "I", and a subscript "2" below the "I". To the right is a stylized molecular structure of a polycyclic aromatic hydrocarbon (PAH) in purple, with a small "TM" trademark symbol.