



**Contact:**  
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## Inspector Hector® Dirt Detector Color Changing Soap Fact Sheet

<p><b>Inspector Hector</b></p>	<p>Inspector Hector® is a fun, interactive brand that promotes good hygiene habits in children. Inspector Hector Dirt Detector Color Changing Soap is designed to encourage kids to wash hands longer – helping to promote healthy habits and reduce the spread of germs.</p> <p>Using these products, parents can make hand washing a fun activity for children rather than a chore.</p>
<p><b>Product Selection</b></p>	<p><b>Inspector Hector Dirt Detector Color Changing Soap:</b> Health professionals agree that for hand washing to be effective, children should wash their hands with soap and warm water for a minimum of 15-20 seconds. Inspector Hector Dirt Detector Color Changing Soap contains special “color beads” that cause the soap suds to change color, providing children with a visual cue that lets them know they have washed long enough for hands to be clean.</p> <ul style="list-style-type: none"> <li>• Inspector Hector Dirt Detector Color Changing Soap comes in two fun colors and fragrances - Secret Bubble Gum and Top Secret Grape.</li> <li>• Products are packaged in colorful, kid-friendly bottles with pumps for easy dispensing.</li> <li>• Labels include easy-to-read directions for use.</li> <li>• While Inspector Hector Dirt Detector Color Changing Soap doesn't actually “detect dirt” - it teaches children hand washing is fun. And that's a mystery solved!</li> </ul> <p>Inspector Hector products are easy to use and can be used as often as needed to promote healthy hand washing.</p> <ul style="list-style-type: none"> <li>• Wet hands under warm, running water and dispense one to two pumps of Inspector Hector Dirt Detector Color Changing Soap into hands.</li> <li>• Rub hands together until you see the soap suds change color.</li> <li>• Rinse under warm, running water for clean hands.</li> </ul>
<p><b>Availability</b></p>	<p>Inspector Hector Dirt Detector Color Changing Soap will be available at Target and other major grocery and drug chains in June 2009.</p>
<p><b>Pricing</b></p>	<p>While Vi-Jon does not set individual retail prices, products are priced between \$2.99 and \$3.99.</p>
<p><b>Hand Washing Facts</b></p>	<p>According to the Centers for Disease Control and Prevention (CDC) washing your hands is the <i>single most important thing you can do</i> to keep from getting sick or spreading germs to others.</p> <ul style="list-style-type: none"> <li>• Scientists estimate up to 80% of infections are transmitted by hands.</li> <li>• Some viruses and bacteria can live up to 2 hours or more on surfaces like cafeteria tables, doorknobs, and desks, making them easy to pick up and spread.</li> <li>• Nearly 22 million school days are lost annually due to the common cold alone.</li> </ul>
<p><b>About Vi-Jon</b></p>	<p>Vi-Jon, Inc., based in St. Louis, MO, is one of the nation's oldest private label health &amp; beauty care companies, serving retailers in all 50 states. For more information, please visit the company's website at <a href="http://www.vijon.com">www.vijon.com</a></p>