

## It's a zoo with Itzazu!

By David Martin  
FOX 35 News

Originally Aired on Thanksgiving  
Day: Thursday, 26 Nov 2009 on the 5  
o'clock news



**ORMOND BEACH, Fla. (WOFL FOX 35)** - A dash of blue kangaroo. - A squirt of green gorilla - A pump of purple rhino. It's a new kind of zoo: hand soap for kids, called Itzazu - The product is made in Ormond Beach by the company, Tropical Seas.

"As the child starts rubbing their hands together, it creates lather. It'll change from pink to purple. Yellow to green. In 15 to 20 seconds, which is the CDC rule for removing germs from your skin," says Dan Knorr, CEO of Tropical Seas.

The soap uses color changing beads as a fun way to teach proper hand washing technique.

"The little beads do like a watermelon seed effect and squirt around the hands. Which forces the child to chase them. It becomes a little game. Chase the beads, pop the beads, change the color," says Knorr.

The harder kids scrub, the more the color changes. Itzazu is currently being used at Champion Elementary in Daytona Beach.

"Restroom breaks now take longer than 5 minutes cause they spend a lot of time at the sink washing their hands," says Jessica Adkins, 4th Grade teacher at Champion Elementary.

But Adkins is not complaining. "If they're washing their hands, that keeps me safe. That keeps them safe. So it's good," Adkins says.

-----

On the web:  
[www.itzazukidz.com](http://www.itzazukidz.com)