



## **PRESS RELEASE**

For Immediate Release

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### **Flu Outbreak Sparks Record Month for Tropical Seas® Retail Sales Spike for Company's Hand Sanitizers, Color-Changing Hand Soaps**

*ORMOND BEACH, FL* (May 6, 2009) – Buoyed by the public's renewed sensitivity to personal hygiene and a heightened interest in warding off the H1N1 (swine flu) virus, retail sales of Tropical Seas' line of hand sanitizers and Itzazu® Color-changing hand soaps spiked to a new monthly record in April.

Orders continue to climb in May, as school districts, government agencies, retail establishments and individual consumers recognize the importance of fighting off bacteria and other contagious germs on a more frequent basis.

"The swine flu outbreak has obviously generated a new sense of urgency among the public and private sector alike for warding off easily transmitted viruses," said Dan Knorr, CEO and president of Tropical Seas, Inc. ([www.tropalseas.com](http://www.tropalseas.com)). "Our hope is that they'll remain vigilant once the current crisis passes, since the risk of infection from the common flu and other harmful bacteria remains high."

The company's antibacterial hand sanitizers have been scientifically proven to kill 99.9 percent of germs on contact, without the typical sticky after-effect. The company produces clear gel-based sanitizers for adults under the Tropical Seas brand, and the Itzazu Hand Sanitizers for Kidz line in a variety of colors specially designed to appeal to children.

The Itzazu brand was created in 2004 specifically to help parents and teachers train children on proper hand-washing practices. Itzazu color-changing hand soaps – featuring exclusive kid-friendly formulas like Blue Kangaroo®, Purple Rhino®, Green Gorilla® and Swamp Slime® – provide an interactive hand-washing method based on its unique "Chase the Bead"™ technology. Kids are instructed to keep washing as the color intensifies and until all the beads are popped. By then, 15-20 seconds have passed, and the process is complete. According to the Center for Disease Control, 15-20 seconds is the amount of time needed to lift microbes (germs) off the hands.

"We found a way to make it fun for kids to wash their hands," said Knorr. "They love chasing and popping the soap beads, so they stop focusing on the time they're taking to wash up. In the process, we're instilling good hygiene practices that should last a lifetime."

The Itzazu Kidz web site ([www.itzazukidz.com](http://www.itzazukidz.com)) offers interactive games, video demos and parent/teacher materials designed to instill proper hand-washing practices.

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The company prides itself on being environmentally responsible, and donates a portion of all sales to the International Fund for Animal Welfare ([www.ifaw.org](http://www.ifaw.org)). No animal by-products are used in its products, and it does not perform animal testing of any kind.

#### **About Tropical Seas, Inc.**

Based in Ormond Beach, Florida, privately held Tropical Seas manufactures and distributes a comprehensive line of “reef safe” suncare, bath and body products, indoor and outdoor tanning, kid’s care and first aid remedies. Registered trademarks include Itzazu®, O2 Renew® System, Bimini Bronze indoor tanning, Beach Buff® sun care, Burn Cooler® after-burn relief, Curaped foot care, Tropical Seas® Bath & Body and the recently acquired Native Tan® Sun care brand. Its 18,500-square-foot facility can produce more than 50 million bottles per year on a single shift. In 1991, more than 10.2 million units of SPF 15 and shampoos were produced over a four-month period to supply the United States military during Desert Storm operations. The company is registered as an OTC Drug establishment and is inspected regularly by the FDA and Florida HRS. For more information, visit [www.tropicalseas.com](http://www.tropicalseas.com) and [www.itzazukidz.com](http://www.itzazukidz.com).