

MEDIA ADVISORY

CANADIAN COMPANY RECEIVES LANDMARK E.P.A. APPROVAL FOR THYME OIL DISINFECTANT SPRAY

Benefect[®] Disinfectant Officially Recognized with the Highest Safety Rating Allowed for Any Germicide

Flamborough: After months of rigorous testing, Sensible Life Products of Flamborough, Ontario has received an E.P.A. registration for *Benefect[®]* - their groundbreaking botanical disinfectant. This most recent certification is added to their numerous registrations and awards, including: a Health Canada DIN, acceptance into Environment Canada's Environmental Choice program, Fungicide claims against mould, mildew, yeast and spores as well as the 2002 Rachel Carson Environmental Award.

Benefect[®] Disinfectant Spray promises to revolutionize the way North Americans clean and disinfect their living spaces, work places and public buildings. Sensible Life Products, led by entrepreneur President and C.E.O Sam DeAth, has utilized cutting edge research and ingredients that are FDA approved as Food Additives or GRAS (Generally Recognized as Safe) listed to develop *Benefect[®]*, a safer way to kill germs.

When Sam's son was born with an immune system deficiency the need for safe and effective germ control became top priority in their home. Unfortunately, their search for safer disinfectant the DeAth's came up with no viable options since at that time the only way to kill disease-spreading organisms was with poisonous, synthetic chemicals that could not be safely touched, inhaled or exposed to food surfaces. Simply put, these products work by replacing one toxin with another toxin.

Sam then turned to his mother, an experienced aromacologist, to come up with *Benefect[®]* Disinfectant Spray – the first and only 100% botanical, hospital-grade disinfectant that kills over 99.999% of germs (*industry requirement for disinfectants*) that uses Thymol from the herb Thyme as its active ingredient. *Benefect[®]*'s pH is equal to water, is non-corrosive and works by simply spraying on surfaces without wiping.

“Given the current environmental and health-related issues facing North America and the world, we feel this is the perfect “Thyme” to introduce a safer and less toxic alternative to fighting germs,” says company President Sam DeAth. “We are thrilled to receive our EPA approval acknowledging that *Benefect[®]* is the only 100% botanical disinfectant with no precautionary or first aid statements required on the label.”

Benefect is ideal for application in the following markets:
HVAC/ INSURANCE RESTORATION AND MOULD REMEDIATION
DISASTER CLEAN UP
DAYCARES/ SCHOOLS/ NURSING HOMES/ PUBLIC BUILDINGS
HOTELS/ MOTELS/ CONFERENCE CENTRES/ SPAS
BOWLING/ SPORTS CENTRES
HOME/ OFFICES
PROSTHETICS
HORTICULTURE INDUSTRY
ANIMAL/ PET FACILITIES

Sensible Life Products also offer customers a range of safe and effective chemical-free cleaning products, including Microfibre Cleaning Cloths and *Benefect[®]* Multi-Purpose Cleaner. Current clients include: Home Hardware, Sears Indoor Clean Air Services, Delta Hotels, Fairmont Hotels and Paul Davis Systems.

Benefect[®] is currently available for purchase at health food stores nationwide, select children's stores, Home Hardware under the Natura[™] All-Natural Disinfectant label or visit www.Benefect.com to find a distributor nearest you. Currently patents are pending in 81 countries worldwide.

For more information or to set up an interview with Sam DeAth, please contact:
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