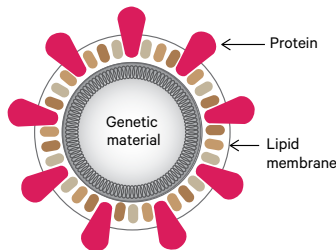
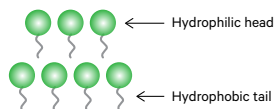


WHY SOAPS ARE EFFECTIVE AGAINST CORONAVIRUS.

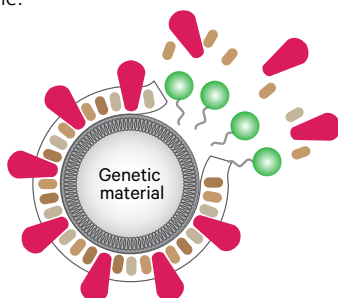
1. Soap is our most powerful and effective force against coronavirus and other transmissible diseases. A small amount of soap in water is enough to kill many bacteria and viruses, including the novel coronavirus.



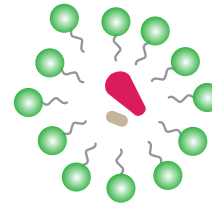
2. This is due to the unique properties of the soap molecules that enable them to destroy the chemical structure of pathogens. The soap molecule is shaped like a pin. The head is hydrophilic; it attracts water and bonds with it. The tail of the pin is hydrophobic and bonds instead with oily substances.



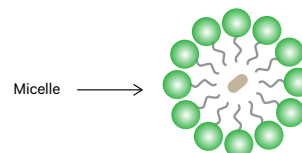
3. The structure of certain bacteria and viruses – including the coronavirus – makes them particularly vulnerable to the action of soap. They have an outer membrane of fatty lipid that encases and protects the genetic material. This outer membrane is studded with protein spikes that enable it to attach itself to human cells. As soap floats in water, the hydrophobic tails are attracted to the fatty outer membrane of the virus, wedging themselves into it. Working in concert, they attack and breach this membrane.



4. Teams of soap molecules then surround each piece of the broken pathogen. With their tails latched onto the fragment and their hydrophilic heads pointing outwards to the water, they form a new structure called a micelle. The broken pieces of pathogen, bonded inside these micelles, are now harmless, washing away in water.



5. Certain bacteria, due to their differing chemical structures, are more resistant to the action of soap than others. These include the bacteria that cause pneumonia, meningitis, diarrhoea, the hepatitis A virus and others. These have a more resilient chemical structure that makes them harder to break down. However vigorous scrubbing with soap can still be effective against this group.



6. While hand sanitiser doesn't work as well as soap, it is a good option when soap is not available. The best sanitisers with at least 60% alcohol destroy the structure of pathogens in a similar way to soap, but don't remove them from skin as effectively. In this time of coronavirus, your customers can never wash their hands too often or too thoroughly. So we're pleased to introduce the new Pharmacy Care Bar Soaps Range. These soaps are MADE IN AUSTRALIA, with three scented variants: Milk & Honey, Tea Tree Oil, and Coconut & Paw Paw. The 100 gram bars are available to order now through Sigma Connect.

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TO PLACE YOUR PRE-ORDERS NOW**



Key source: New York Times article "Why Soap Works", March 13, 2020