



Swiss antimicrobial expertise  
since 1935

## PRESS RELEASE

### **Using the power of nature against odor in cotton textiles**

#### **Sanitized® Mintactiv: Safe, natural and sustainable.**

**Burgdorf/CH, June 18, 2019: Reliable odor-management for cotton textiles using natural mint with the new Sanitized® Mintactiv additive. Highly washproof, effective against gram-positive and gram-negative bacteria, metal-free, applied without binders and made from the sustainable, renewable natural resource peppermint: This new development from SANITIZED AG meets the requirements of conscientious textile manufacturers and their brands with sustainability goals.**

The antimicrobial treatment of textiles is an aspect of comfort, which textile producers and brands that support sustainability also want to offer their customers. The hygiene management experts from SANITIZED AG are launching a new additive, which meets this requirement in full.

#### **Natural biocidal effect of peppermint**

The base substance is farmed in plantations: natural peppermint (*Mentha piperita*). It contains menthol, an essential oil with an antimicrobial effect. It is precisely this natural biocidal effect which is the basis for Sanitized® Mintactiv. The peppermint oil is then refined for use in the textile industry, leaving it metal-free and 100 % natural.

#### **Applied without binders and washproof**

Sanitized® Mintactiv is active against a variety of both gram-positive and gram-negative bacteria, including methicillin-resistant *Staphylococcus aureus* (MRSA). The new, metal-free product can be applied in combination with other textile effects in both extraction and padding processes. A binder is not required.

Cotton textiles such as underwear, t-shirts and outerwear, as well as bed linen and towels are suitable for treatment with Sanitized® Mintactiv. The odor-free wearing comfort, which is appreciated not only for functional textiles, can withstand up to 50 household washes.

#### **SANITIZED AG**

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### **Transparency for the end consumer**

The Sanitized® Ingredient Brand can communicate the differentiating competitive advantage to the consumers.

“Ecologically concerned textile manufacturers and consumers have finally found a natural, safe and reliable odor-management system for cotton textiles in Sanitized® Mintactiv,” explains Urs Zihlmann, Product Manager at SANITIZED AG.

SANITIZED AG also supports Sanitized® Mintactiv users in the production process, as well as with microbiological examinations of the treated end products.

### **About SANITIZED AG**

#### **Swiss antimicrobial expertise since 1935.**

SANITIZED AG is the Swiss global leader in the field of antimicrobial hygiene function and material protection for textiles and polymers. The company has pioneered this field for over 80 years and established itself as a specialist for comprehensive hygiene concepts. Beyond its highly effective products, services include consulting for marketing and technical queries, diverse testing services and a solid brand and licensing concept. SANITIZED AG exclusively uses scientifically researched antimicrobial active ingredients which have undergone the most stringent risk assessments for humans and the environment in internationally recognized procedures. Further information is available at: [www.sanitized.com](http://www.sanitized.com)

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Image: © SANITIZED AG

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