



# Press Release

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## *Disaster Kleenup Canada Goes National With The Only All-Natural Disinfectant Approved By The Canadian Government*

Disaster Kleenup Canada (DKC), a nation-wide network of leading Restoration Contractors, is providing insurers and their customers with a completely non-toxic disinfectant for use in commercial and residential restoration.

*Benefect* is an alternative to chemical-based biocides. A 100% user-friendly germ killer, it is the only disinfectant approved by both Health Canada and Environment Canada. In fact, *Benefect* surpasses government requirements for disinfectant health claims.

"DKC is proud to offer *Benefect* through its cross-Canada network of contractors," says Matt Johnson, DKC's Chief Executive Officer. "*Benefect* is an all-natural, hospital-grade disinfectant that combines non-toxic and U.S. approved food grade ingredients to produce a germ-control agent that is both consumer and environmentally safe; in fact, *Benefect* requires no warning labels and has a pH level equal to water!"

Described as "environmentally preferable" by Environment Canada, *Benefect* is proven effective in eliminating 99.9999 per cent of disease-causing germs. As a non-corrosive spray, it dries in minutes without rinsing or wiping.

Recent scientific data supports *Benefect* as an effective fungicide. Once again this offers restorers an all-natural choice in place of biocides used during the remediation process.

*Benefect* is a blend of natural germ-killing extracts from the essential oils of plants to produce what is fundamentally a "plant immunity system in a bottle". In addition to being approved by Health Canada, *Benefect* is included in Environment Canada's Environmental Choice Program (ECP). This recognizes *Benefect* as an environmentally and socially responsible product and includes *Benefect* on a list of preferred "green-friendly" products.

*Benefect* is a smarter and safer way for restoration services to offer insurance companies, their customers and contractors safer, non-toxic alternatives and benefits. For example,

- *Benefect* is recommended for use in all water-related claims, including sewer backups.
- As an approved fungicide, *Benefect* can be used in place of biocides during mould remediation.
- *Benefect* presents the opportunity to save on re-location or business interruption costs during restoration by allowing some claimants to remain at home or resume their business during the cleaning process since there is no risk of chemical sensitivity
- Restoration staff operate in a safer environment free of synthetic, poisonous ingredients.
- *Benefect* removes concerns about the effects of synthetic chemicals on children, the elderly, those with allergies and respiratory problems, and pets.
- Not only is *Benefect* effective as a disinfectant for restorers, it is also safe to use on food-preparation areas such as cutting boards and countertops, and on high chair trays, infant change tables, toilets and pet areas – anywhere where there are germs.

"*Benefect* offers government-approved peace of mind," explains Mr. Johnson. "It safely and effectively removes bacteria, fungus and mould without using synthetic chemicals that can be more toxic than the germs they are attempting to remove. A "healthier clean" is now available."