



Is Your Car Making You or Your Passengers Sick?

While any confined space that is frequented by people is prone to microbial activity, increased vehicle use, the popularity of ready-to-eat food and our habit of consuming it in our vehicles, as well as other lifestyle changes, have put drivers and passengers at greater risk of infection. And for motorists whose passengers include those with four legs, or someone who may be ill, wearing dirty shoes or dirty clothes, or even if that extra passenger is nothing more than a bag of trash from your last snack, the risks skyrocket.

Worse yet, there's been little opportunity to improve this situation. While there is a wide range of upholstery, carpet and other surface cleaners on the market expressly formulated for automotive interiors, very few offer any microbial protection. And, even if they did, it would be all but impossible to thoroughly treat a passenger cabin's many different areas, components and materials with them, let alone under its seats and dashboard or throughout its heating, air conditioning and ventilation system's duct work. Further, any disinfection provided would be very temporary, disappearing completely the instant the product dried. Until now.

A Safe Solution

PermaSafe is a state-of-the-art, Vehicle Disinfection and Long Term Microbial Control System and Surface Protectant engineered specifically for automotive use.

Effective on all interior surfaces, a PermaSafe System installation starts with an initial disinfection of your vehicle's passenger cabin, air ventilation system and duct work, trunk and other cargo areas. Our proprietary, ecofriendly and EPA approved disinfectant eliminates over 99.9% of germs, bacteria, viruses, fungi, mold, mildew and other harmful microbes that can be hazardous to passenger health, while also removing allergens and odors.

Once clean, disinfected and deodorized, the spaces and surfaces are then blanketed with PermaSafe SHIELD our patented Permanent Antimicrobial Surface Protectant.

**Non-Toxic
&
Ecofriendly**

**Kills
99.9%**
of Bacteria on
Carpet

**Patented
& EPA
Approved**

**Kills
99.999%**
of Bacteria on Hard,
Non-Porous
Surfaces

While effective antimicrobials are not new, PermaSafe SHIELD's ability to *continuously* eliminate and control microbes, and do so through a purely physical or "mechanical" process without the use of any harmful chemicals, is *revolutionary*.

The Science Behind PermaSafe

Upon application, the patented antimicrobial agent in PermaSafe SHIELD chemically reacts with, and molecularly bonds to, the surface to which it is applied, becoming an integral and permanent part of that surface.

As the coating dries, millions of microscopic antimicrobial "spike-like" appliances form and extend from the surface. These "spikes" are actually long chains of positively charged atoms, and represent a deadly dual threat to microbes.



Permanent Perpetual Protection

Once cured, the antimicrobial coating is invisible and completely harmless to humans, yet extraordinarily effective at eliminating harmful microorganisms. Because the cell walls of harmful microbes are negatively charged, they are drawn toward and pulled onto the positively charged antimicrobial spikes by electrostatic attraction. Destruction is instantaneous and complete as the antimicrobial spikes both rupture the microbes' cell walls and "vaporizes" them by delivering a powerful electrostatic charge.

Multi-Faceted Protection

More than just a unique antimicrobial, PermaSafe SHIELD is also a highly durable surface protectant that repels liquids, making treated areas resistant to stains and easy to clean, while protecting interior upholstery, fabric and carpet from fading, degradation and discoloration. The PermaSafe System also effectively eliminates odors, such as those caused by bacteria, tobacco smoke, pet urine and other problem sources.

Available only from authorized automotive sales and service facilities, PermaSafe's EPA approved products are applied with specialized "fogging" equipment that atomizes and propels them throughout a vehicle's passenger cabin, heating and air conditioning ductwork and storage spaces, ensuring complete 360° coverage for every surface.

This is the Dirtiest Place in Your Car

By Nick Gerhardt, familyhandyman.com Updated: Sep. 02, 2020

According to new research, parts of your car can be dirtier than a toilet seat. Can you guess which is the dirtiest of all?

Surprise—your steering wheel is the most germ-infested place in your car.

When you think about it, your steering wheel carries with it the germs that your hands have brought from wherever your day may take you. Even if you are diligent about vacuuming your car interior and taking it for a spin in the car wash, your steering wheel might not get wiped down as often as it should be.



CarRentals.com conducted a survey of 1,000 drivers in the U.S. and found that 32 percent of people only clean their car once a year. Additionally, the survey found 12 percent of people have never cleaned their car. (You won't believe [what drivers confessed when we asked them how clean their cars were!](#))

How dirty is your car?

There are approximately 700 different kinds of bacteria living in an average car, which is dangerous if you're someone who likes to eat in their car. CarRentals.com went on to break down the numbers by determining the average amount of bacteria per square centimetre. CarRentals.com found the average steering wheel had 629 colony-forming units of bacteria per square centimetre, which ranks dirtier than a public toilet seat (172 CFU), a cell phone screen (100 CFU) and public elevator buttons (313 CFU). (Check out more [public places with the most germs.](#))

The cup holder doesn't trail the steering wheel by much in terms of dirtiness with an average of 506 CFU per square Centimetre. The seat belt ranks as the third-dirtiest and the inside door handle is fourth, according to CarRentals.com

A 2014 study published in Biofouling found *Staphylococcus* as one of the most prevalent bacteria found in cars, which is cause for concern since staph can cause food poisoning, skin infections and MRSA.

DISINFECTION AND SANITIZATION SOLUTIONS 101

Section 1: We Are What They Say We Are

Before any antimicrobial product can be sold in the US it must successfully complete the EPA's Registration process and be issued a "Master Label." The Master Label includes directions, precautionary statements, approved uses and other product information including approved product claims. If a product claim doesn't appear on the Master Label, it can't appear anywhere else. Take a look at ours.

Product Safety Information

SDS HAZ. MAT.
CLASSIFICATION

H	O	
F	O	
R	O	
PE	--	



EPA Toxicity
Rating:

4

- Virtually non-toxic
- No ocular irritation
- No dermal irritation
- No acute inhalation
- No protective equip required

It's Also:

- 100% Biodegradable
- Non-staining
- Non-abrasive
- VOC-free
- Hypo-allergenic
- Fragrance-free
- Non-corrosive
- Phosphate-free

EPA REGISTERED • NSF REGISTERED • CDC COMPLIANT

*PermaSafe CLEAN meets the EPA's criteria for use against SARS-CoV-2, the novel coronavirus that causes the disease COVID-19.

Product Efficacy Information

Broad Spectrum
Hospital Grade
Disinfectant

PermaSAFE
Surface & Air Sanitation System
www.PermaSafe.com

- Kills 99.999% of harmful bacteria and viruses
- Kills 99.999% of bacteria in under 60 seconds
- Kills 99.9% of bacteria on soft surfaces & carpets
- Eliminates surface & airborne odors, allergens
- Destroys and inhibits growth of mold & mildew
- No precleaning, No rinse, No wipe sanitization
- Approved for use against SARS-CoV-2*



Introductory Offer - \$35.00 Off

Please see our **Current Specials** page for printable coupon